

# INDIANAPOLIS PRINTERS' INK

A JOURNAL FOR ADVERTISERS

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No. 11

## A Real Advertisers' Convention

The Absence of Stunts and Hippodroming Lends More Earnest Spirit to the Opening Days at Baltimore

It was characteristic of the opening days of the Ninth Annual Convention of the Associated Advertising Clubs of America that though Baltimore had made her appeal and prophecy of "Ten Thousand at Baltimore," everybody except the Baltimoreans ceased to be interested in figures almost before they began. The A. A. C. of A. convention was on trial even at Boston, 2,400 at Dallas shook the doubters, but Baltimore found a crowd of forward-thinking, optimistic advertising men, glad that they had buried convention politics and hippodroming a year ago and looking to the various and varied features of the convention for nourishment and uplift. It had been settled, as President Coleman said in his opening address, the association had demonstrated its usefulness, and was now facing an era of construction which would honor the name of advertising.

### ATTENDANCE FIGURES

Official figures as to the registration were not given out early in the week, but the best information is that some 2,200 delegates and guests were registered, outside of 800 ladies—about 3,000 visitors in all. A great many had not registered—perish the thought that the \$2.50 registration fee had kept many away from the bureau!—and the figures were undoubtedly due for an expansion later in the week, not only by the early arrivals who had not registered, but by the late arrivals who dated

the convention opening, not so much by the sermons and the introductory exercises as by the departmental sessions with their practical papers and lively information discussions.

### THE LADIES' PRESENCE HELPS

It was a convention, too, at which the advertisers themselves and advertising managers were more largely represented than at previous conventions, — another good omen.

In truth, everything that was ominous was ominous of good. Down Baltimore street the big seal blazoned "Truth" in huge electric letters on the Eastern sky and made many an advertising man glad of its association with the advertising club movement.

Again there were more ladies than ever before, and by consequence less of the brand of exuberance formerly more or less associated with advertising conventions. This was a testimonial to the spirit generated at Boston and promoted at Dallas, and is a fine forecast of the future.

It had been for some weeks almost a foregone conclusion that President Coleman's successor would be William Woodhead, of San Francisco, and the next convention city Toronto with the Golden Gate set down for 1915. The only nomination made in opposition to Mr. Woodhead was by some zealous Chicago friends of Herbert S. Houston against Mr. Houston's express wish. The nomination was subsequently

withdrawn, leaving Mr. Woodhead a clear field.

"Toronto 1914" had even an easier victory and "San Francisco 1915" is no less assured.

The dozen or so advertising sermons preached at Dallas by advertising men were expanded to thirty at Baltimore, and they made an equally profound impression as last year, both on the men who delivered them and on the local public which heard them or read them in the newspaper.

President Coleman's address at Druid Hill Park in the afternoon was on "Getting Together Essential to Democracy" was a very impressive effort heard by ten thousand people.

It remains only to refer to some of the other features of the occasion, some of which were reflected in the official programme and some of which formed a social halo around it. The gracious hospitality of Baltimore to its guests and particularly the ladies was worthy of the high standards set by Boston and Dallas.

The governor of the state and the mayor of the city lent their presence, and the President of the United States sent his greetings by relay runners.

#### ◆◆◆ "WOMAN'S WORLD" NOW OWNED BY WOMAN'S WORLD, INC.

On June 5 *Woman's World* magazine was purchased by Woman's World, Incorporated. This follows the placing of the business of the Woman's World Publishing Company in the hands of Curtis P. Brady as receiver in bankruptcy. The new company is capitalized at \$1,500,000. The old company was capitalized at \$2,500,000.

Directors of Woman's World, Incorporated, are as follows: John G. Luke, president of the West Virginia Pulp and Paper Co.; Adam K. Luke, treasurer of the West Virginia Pulp and Paper Co.; John R. Miller, western manager of the West Virginia Pulp and Paper Co.; George E. Wilson, attorney; Thomas Balmer, advertising director of *Woman's World*, and Curtis P. Brady, general manager of *Woman's World*.

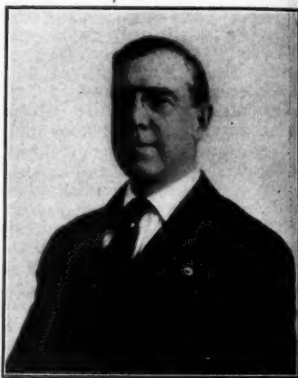
The directors have organized as follows: President, George E. Nelson; vice-president, John R. Miller; treasurer, Curtis P. Brady. John H. Smythe, who is not in the directorate, has been made secretary of the new company.

It is announced that the various departments of the magazine will continue to be under the same management as heretofore.

#### MONDAY MORNING'S SESSION

CONVENTION GETS DOWN TO BUSINESS WITHOUT WASTING TIME—WELCOMES SPOKEN AND REPORTS OF OFFICERS READ—NOMINATIONS OF NEXT CONVENTION CITY AND NEW OFFICERS SHOW THAT THERE WILL BE NO CONTESTS

After a Sunday of arrivals, advertising sermons and fraternization of delegates, their guests and their ladies in the lobbies of a dozen Baltimore hotels, the delegates came together Monday morning for the official opening session of the convention in the spacious armory of the Fifth Maryland Regiment. The immense hall had been divided in half by a huge piece of red and white striped bunting. On one



WILLIAM WOODHEAD

Slated for President A. A. C. of A.

side of this was the hall devoted to the business sessions of the association, and on the other the booths given up to the interesting and valuable advertising exhibits.

The main hall devoted to the sessions had received tasteful attention at the hands of the decorators. It was elaborately draped in yellow and white bunting, and yellow and black bunting, the latter the colors of Baltimore. Here and there amid the decorations



## Another Instance of Effective Distribution at Low Cost—

It was a new brand of a well-known staple line. It had never been advertised. The manufacturer took a full page in the Spring 1913 issue of *The Butterick Fashion Quarterlies*. The campaign was not decided upon until the last moment.

The advertisement appeared at the beginning of the consumer-buying season. Merchants had done *their* buying months previous.

As a result of this advertisement (plus very intelligent sales work) 1,100 new accounts were opened by mail. This does not include those opened by travelers.

One merchant from a large Western city was shown so many inquiries sent by his own customers on Butterick Quarterly postals that he placed an order amounting to several hundred dollars, although the buying season for this class of goods had been closed nearly six months.

For the advertiser seeking effective distribution at low cost, *The Butterick Fashion Quarterlies* offer a unique opportunity. Almost their entire circulation is sold over the counters of the leading merchants in every city and town. Your goods should be on sale wherever the *Quarterlies* are sold.

## The Butterick Fashion Quarterlies

**Average Guaranteed Net Circulation 500,000.**

**Fall Forms Close June 20th.**

James A. Townsend,  
Western Adv. Mgr.,  
1st National Bank Building,  
Chicago, Ill.

W. C. McMillan,  
Eastern Adv. Mgr.,  
Butterick Building,  
New York.

the national colors were intertwined.

At the head of the hall, a platform in the shape of an elevated pergola provided for the speakers, while the delegates were arranged before it in a half fan-shaped body, each delegation under the standard of its state. On either side of the hall and at the back there were elevated tiers of boxes for the ladies and distinguished visitors, all decorated.

The armory itself will hold some twenty thousand people, and there were facilities for something like nearly half of this number in the half given up to the sessions.

The chairs were only about one-third occupied by delegates and guests when President Coleman called the convention to order soon after nine o'clock. With him on the platform were the Hon. A. G. Goldsborough, governor of the State of Maryland; the Hon. James H. Preston, mayor of the city of Baltimore, and Edward J. Shay, president of the Advertising Clubs of Baltimore, all three of whom were to deliver addresses of welcome; Frederick E. Johnston, vice-president of the A. A. C. A., of Dallas, Texas, who was to respond for the association to the addresses of welcome; P. S. Florea, secretary, and G. D. Mekeel, treasurer of the A. A. C. A.; and others.

#### "HAIL THE TRUTH"

The arrival of each well-known figure on the platform was greeted with cheers and songs by the delegates.

In calling the convention to order President Coleman declared that the association was entering upon a construction period, and that the work to be done during the next three or four years would honor the name of advertising.

A new precedent was created by opening the convention with an invocation by a layman, who on this occasion was James Schermerhorn, of the *Detroit Times*.

Next was sung the ode, "Hail the Truth," written especially for the occasion by Walter S. Ham-

burger, of the Baltimore Ad Club, and composed by Clara C. Gropel, and dedicated to the A. A. C. A. The words were as follows:

Hail the Truth! The dawn is breaking,  
Driving Error's gloom away.  
Hearts aflame, her hosts triumphant  
Greet the blessed light of day!

Gone the night of childish falsehoods;  
Gone the mists of tricks and lies;  
Brother, clear-eyed, faces brother  
Unafraid to meet his eyes.

Hail the Truth! From every nation  
Men have come, o'er land and sea—  
Met in joyful celebration  
Of her glorious victory!

Governor Goldsborough welcomed the delegates as the "greatest body of great men that was ever convened in Maryland, not even excepting the members of the last national Democratic Convention." He asked them to tell Maryland of its needs, to criticize its methods fearlessly and publish its resources to the country.

"Advertising," he said, "has no license to speak falsely and do wrong; it has boundless opportunity to speak truth and do good."

Mayor Preston also paid tribute: "We have had the good fortune to entertain many notable conventions. But I am sure that there is no convention which has met in our city in recent years that carries with it more intense interest and draws more concern from our people than the Associated Advertising Clubs of America.

"Truth in advertising is, I believe, your motto. A noble one it is. You have accomplished much toward driving the fake advertiser, who seeks to deceive the innocent purchaser by ingeniously worded advertising, out of business. You have much yet to do. I wish you Godspeed in your work."

"WHY BALTIMORE DOESN'T ADVERTISE"

President Shay, of the Ad Club of Baltimore, who was so largely instrumental in bringing the convention to Baltimore, and in in-

(Continued on page 10)

# METROPOLITAN

"The Livest Magazine in America"

432 FOURTH AVENUE

New York

J. MITCHEL THORSEN  
Advertising Manager

June 5, 1913.

My dear MR. HUMELBAUGH:

You inspired this letter.

No copy of it is in your office at Le Roy.

You have suggested that we who have stories to tell advertisers can best reach them through Printers' Ink.

I believe you're right and that you as a buyer of space for the Genesee Food Company are as interested in the METROPOLITAN as we are and will therefore not mind reading this letter.

Because the reading of this letter by you (and those others who are reading it over your shoulder—as it were) may be of some help to me doesn't lessen its value to you—and them.

The METROPOLITAN is a distinctive magazine. Many of our readers call us The Livest Magazine in America, so we use it as a slogan with a full appreciation of the pace such a subtitle sets for us. We know we must be "Live" and this is what we mean by "Live."

## 1. LIVE ART.

METROPOLITAN covers have created a new standard of beauty in magazine covers. Look at the news-stands to see how this helps our display. As one of our advertisers said, "Your covers look like original water colors."

We pay the price necessary to get the results we've sought.

Penrhyn Stanlaws has contracted with us to give us first choice on his next six covers.

A beautiful environment means a great deal to you.

You want your advertising in an artistic setting for the same reason a retailer studies display of his wares. You want such a setting for Jell-O as much as Mr. Heydt does for Tiffany or Mr. Quine does for Goodyear Tires. People like to buy at Marshall Fields or on Fifth Avenue—especially when the price is no higher there. (Over.)

# METROPOLITAN

"The Livest Magazine in America"

432 FOURTH AVENUE

New York

Mr. W. B. H.—Page Two.

## 2. LIVE POLICIES.

1. *Guaranteed circulation* with a Price, Waterhouse audit. The METROPOLITAN was the first general monthly magazine to do this.
2. *Effective display* for every advertisement on big, beautiful, comfortable, uncrowded pages.
3. *Good company.* With one possible exception the METROPOLITAN was the first to refuse offensive advertising before it could afford to do so.
4. *Preferred positions with no extra charge.* Quick action on the advertiser's part is all that's necessary.

## 3. LIVE LITERATURE.

"Big contributors" alone means nothing, but to get the big contributions of big contributors is the METROPOLITAN policy.

Here are some forthcoming features:

1. Richard Harding Davis is writing a serial especially for us. It's his first novel since "Soldiers of Fortune." He always hits the bull's-eye. He's a circulation builder.
2. Joseph Pulitzer's Memoirs by Alleyne Ireland, his private secretary, begin soon. They're intimate touches of a wonderful character.
3. Larry Evans, who wrote "How Father Lefevre Came to Singing River," is writing a powerful serial, "Once to Every Man," especially for the METROPOLITAN.
4. Inez Haynes Gilmore will shortly begin a new series of her kind of story. Brander Matthews says of Mrs. Gilmore's stories—"they have a value beyond that due to her skill in story-telling and in character-creation." James Montgomery Flagg will illustrate the series.
5. A red-hot feature—the biggest magazine feature in 1913—not yet ready to be announced.

## 4. LIVE EDITOR.

Perhaps I should have put this first and eliminated the rest—for "Live Editor" is all-inclusive. The man who directs the editorial policy of the METROPOLITAN, H. J. Whigham, spent twenty years of his life out in the world learning just the things which are calculated to fit him for the task he has chosen—making the best magazine in America. The man who has spent all his youth grinding away in a magazine office would be likely to reach maturity stale, and with a narrow vision. Mr. Whigham has led a life of action and adventure. After graduating from Oxford he came to America and lectured through this country, during which time, just as a diversion, he won the National Golf Championship two years in succession.

# METROPOLITAN

"The Livest Magazine in America"

432 FOURTH AVENUE

New York

Mr. W. B. H.—Page Three.

When the Spanish War broke out, the Chicago Tribune sent him to Cuba. As he was unable to get there quickly enough in the regular way, he left Tampa in company with another adventurous spirit and landed in Cuba incognito. The two men were captured by the Spaniards and imprisoned in the fortress at Matanzas. They were condemned by military order to be shot as spies, but were saved from this fate by the intervention of the British Ambassador at Washington.

Following the Cuban War he was successively in the Boer War—the Boxer Uprising in China—traveled the Orient—in the Macedonian revolution and later in Manchuria-Russo-Japanese War. Returning to this country, soon after becoming editor of Town & Country.

Mr. Whigham's belief in Socialism grew out of his experience of life and politics. He went through the tariff fight in England while standing for a seat in the House of Commons. His knowledge of politics in both England and America long ago convinced him that something deeper than tariff tinkering was necessary to bring about a better state of things in this republic.

A man knows life pretty well who has lived in the big, broad West—slept in trenches—traveled the world—and experienced many-sided New York.

## IF YOU HAVE READ THIS FAR—

—this letter will—I hope—help you to know us better. We have been accused of being a *class paper*, and also of *not being one*. We are a distinctive magazine—and we go to a good average quality of human being—multiplied three hundred and fifty thousand times. That means *big buying power*.

Perhaps you won't answer this letter. Maybe not many will say they read it (over your shoulder), but it would be a pleasant experience to come down to the office some day next week and find a bunch of mail from advertisers—for these two reasons:

*First*, It would demonstrate to me that you all were glad to know more of the METROPOLITAN.

*Second*, It would demonstrate to me something I already believed, viz., that the important advertising men—most of them—read Printers' Ink.

Faithfully yours,

*Michael Thorson*

suring its success, was greeted with great applause on his appearance. He said in part:

"In regard to advertising in Baltimore, last year I told you in Dallas that Baltimore was not an advertising city, that Baltimore lacked the advertising instinct. And I told you the truth, but I did not tell you the whole truth. I told you that Baltimore did not advertise, but I did not dwell on the reason why Baltimore did not advertise, because I wanted you here, and so I only told you part of the truth, and so this morning I wind up on that Dallas speech and tell you why Baltimore doesn't advertise.

"Baltimore has not had to advertise; Baltimore's trade has come to it. The business men of Baltimore carry their reputations so high and treat their customers so well that during the twenty-five years you men have been advertising around the country we have held our own without advertising, and if we reach the state to-day where competition is such and the change in method is such, and our merchandise and advertising is such that Baltimore must compete with you at your own game, then I caution you to look out for Baltimore, because we can compete with you without using your tools, and when we do use your tools we will make you fellows step one better!"

Frederick E. Johnston, who as president of the Dallas Advertising League welcomed the delegates to Dallas last year received a royal welcome. He brought the greetings of the delegates from all sections of the country and even from abroad, and paid tribute to the local state, city, institutions and men.

#### PRESIDENT COLEMAN'S ANNUAL REPORT

President Coleman then read his annual report, in part as follows:

"This is our ninth annual convention and we are now acting out the closing pages of the history of our eighth year. It all

dates back to Chicago in 1905. Seven other chapters were successively closed at St. Louis, Cincinnati, Kansas City, Louisville, Omaha, Boston and Dallas.

"It has gone well with us the last twelve months. The emphasis has been placed deliberately on efficiency of organization rather than on increase of numbers. . . . Our roll of more than 135 clubs, with an individual national registration of over 10,000 paying members, is the soundest and most compact material for organization we have yet had, although a good deal of trimming and pruning still remains to be done.

"Last year, at Dallas, we appointed four commissions to plan constructive improvements in our methods of work. Some very substantial progress has been made. . . . For the first time in our history the retiring administration will turn over to its successor a very substantial cash balance closely approaching three thousand dollars. And the registration fee introduced at this convention for the first time will further add very material revenues to the treasury of the next administration.

"We recommend still further a system of sustaining memberships with very substantial annual dues for worthy and prosperous concerns who are vitally interested in advertising and who would have no other way of expressing their substantial interest in the great work the associated clubs are doing for the cause of advertising.

"We do not think that business men whose annual figures for advertising expenditures and income run into a billion dollars a year can afford to let this organization be held back in its great work for the lack of proper financial support.

"Herbert S. Houston, chairman of the Educational Committee, will give you a full account of the best year this committee has yet had. It culminated in the very successful publication of a great book on 'Advertising as a Great Business Force,' by Prof. Paul T. Cherington.



# Powers

## Advertising

Your advertising agent should be a good business-writer; such writers are almost as scarce as hen's teeth.

He should be a good business counsel; such counsel are scarce.

He should have the sixth sense; selling sense. That sense is scarce.

He should be backed by an organization capable of filling out the plan and handling all details with precision, dispatch and economy.

Don't wait to be sought—  
do the seeking yourself



John O Powers Company

119 West 25th Street New York

Advertising Agents



"Under the leadership of Harry D. Robbins the Vigilance Committee has in one year gained national recognition. . . . Not the least of the labors of this committee, through its subordinate branches, has been its battle for the PRINTERS' INK law against fraudulent advertising, which has, up to date, been written on the statute books of six sovereign states.

"The general Publicity Committee, under Richard H. Waldo's chairmanship, has again completely outdone itself.

"The work of the Programme Committee speaks for itself. Mr. Douglas N. Graves, its chairman, knows how to make a national programme.

"During the year our organization has grown a bit toward its ideal of a wider international relationship, having taken into its fellowship the Thirty Club of London, England. With our right hand stretching across the Atlantic and our left hand greeting our fellow members in Honolulu, and our optics making goo-goo eyes at Toronto for 1914, we are in a fair way, with delegates at Baltimore from eight or ten foreign countries, to expand our organization into a *world's fellowship of advertising clubs*.

"The Baltimore Convention is larger by far in numbers, two-thirds longer in time, and faces a standard of perfection in every feature which has been pushed higher and higher with each successive year.

"A big gain has been made in our work this year through the elimination of convention-city politics. This conserves for the serious work of the organization a lot of energy and money which has hitherto been diverted into channels of a more or less questionable value.

"During the year the Association has adopted a new seal with the word 'Truth' as its most striking feature. . . . It is beginning to have a value as representing the confidence and trust of the associated clubs, especially in connection with the work of the Vigilance Committee. Some day it may become a great power and a

valuable asset for the association.

"The present administration has recommended to the incoming executive committee that the president be granted a monthly allowance toward his expenses. We have also urged that as soon as our finances warrant it a permanent field secretary be brought into the work.

"One very interesting development in the work of the clubs during the last year has been the planning and building of three modern office buildings devoted exclusively to advertising interests: in Chicago, Boston and New York.

"All in all, we can be well content with what our year's work has brought forth, although we would have liked to accomplish a great deal more. . . . I am deeply thankful that it has been given to me to have so large a share in so great a movement at such an auspicious time.

"My associates on the executive committee, as well as the committee chairmen, have rendered the most valiant service and have held up the hands of the president at every turn throughout the year. They have been a solid comfort to me, especially at times when the burdens seemed too great to bear.

"We must realize that the task of leadership in this association has been growing bigger and heavier with each succeeding year. It is incumbent upon us to meet the situation by drafting into the service the biggest and finest men among us.

"And, on the other hand, let the best men we have understand that there is no better use they can make of their great strength and their fine talents than to serve the cause that this association represents, especially at a time when every stroke counts for ten, so vital are these formative days. Presidents, officers and chairmen may come and go, but the work must be carried on more vigorously and more intelligently with every succeeding year."

Secretary Florea submitted the annual report showing receipts of  
(Continued on page 17)

# Poster Advertising

## PLUS

# Briggs Poster Service

means the best results  
outdoor advertising can  
deliver.

We post over 6000  
towns in the U. S. and  
Canada—all that can  
be posted—

**THE A. M. BRIGGS CO.**

**HIPPODROME BLDG.**

**CLEVELAND, OHIO**

**Branch Sales Offices**


**NEW YORK**

**CHICAGO**

**BUFFALO**

**DALLAS**

*Solicitors for the Poster Advertising Association*



## Breakfast Dinner Supper

Mealtime in the small-town home invariably suggests the picture of the small-town motherly housewife with her big white apron, snowy tablecloth and foods prepared so as to make your mouth water.

Here the housewife is a trained housekeeper and her "table" is perhaps her greatest pride. Her favorite recipes, appetizing salads and dainty desserts are the talk of the neighborhood.

Quite naturally she is anxious and willing to adopt the many practical and labor saving suggestions made to her in the advertising columns of her favorite magazine—THE PEOPLE'S HOME JOURNAL. *Her* request at the corner grocer's is respected.



## The People's Home Journal



## 4,284 Per Cent. Increase

In 1908 our volume of food advertising was 630 lines—just a few daring advertisers trying out the field.

In 1912 the volume of food advertising was 27,620 lines—*an increase of four thousand, two hundred and eighty-four per cent (4,284%)*.

And the first six months of 1913 show an increase over the same six months of 1912 of seventy-three per cent (73%).

Growing constantly—furnishing the best means of reaching the better class of small-town homes—and bringing results.

THE PEOPLE'S HOME JOURNAL occupies a position of unquestioned leadership among small-town publications.

**F. M. LUPTON, Publisher**

(Incorporated)

Established 1885

CHICAGO: Marquette Bldg.

NEW YORK: Lupton Bldg.

# The People's Home Journal

# The Truth-Man

Dr. Wiley is a living symbol of the "Truth" movement which the Baltimore convention has sealed with approval.

He is the scientist, the truth-man. Thirty years ago he began demanding that advertised products be described truthfully. Now the advertising profession, and the nation, join in the demand.

Advertising standards have swung to and fro like the disturbed needle of a compass. Now they point steadily to "Truth."

The sure-eyed savant, the TRUTH-MAN, steers the advertising course of Good Housekeeping. Fortunate are those advertisers who are aboard, for they find the port of Results richer and more populous at every trip. There are still berths, which we call "pages." Have you booked your passage?

## Good Housekeeping Magazine

*Cooperates with the Retail Merchant*

NEW YORK

WASHINGTON

BOSTON

CHICAGO



\$37,818.71 and disbursements of \$25,149.56. "On May 5, 1912," said Mr. Florea, "we had a club membership of 130. Since then we have admitted to membership 37 clubs. We have lost during this time, 27 clubs, leaving a net gain of 10 clubs.

Total club membership, May 26, 1913 .....	140
Individual membership, May 5, 1912 .....	9,781
Net individual membership gain May 5, 1912, to May 26, 1913. ....	502
Individual membership, May 26, 1913 .....	10,283

"The past year in the life of the association has not shown a considerable numerical increase in membership, but actually there are more real, live advertising men in the association now than ever before, and the membership is a trifle over ten thousand. There has been an increase of advertising men and a thinning out of clubs which were organized solely for local and municipal boosting."

#### TORONTO NEXT YEAR

The manner and method of putting the city for the 1914 convention before the delegates was widely different from preceding years.

In the first place, the matter of deliberating on the city was scheduled for Monday morning, the second day of the proceedings, instead of the last day. The idea was to get the several nominations for the next meeting place before the delegates before politics had had time to do its work of disturbing the real aim of the convention.

As it happened, only one city was put in nomination, namely Toronto. From the moment Mayor Hockin, of Toronto, began his speech, describing the claims of Toronto, it was evident that the whole matter had been cut and dried. No other city was placed in nomination, and the convention seemed highly pleased that at last the hard work and the sportsmanship of the Canadians, who have tried to get the convention twice before and failed, were to be rewarded in fitting style. As a detail of technical procedure, the

executive committee was left to make the announcement Friday.

Mayor Hockin described Toronto as being an ideal fusion of the best American and British characteristics. He touched upon Toronto's programme for municipal betterment. The city has planned to expend twenty million dollars in harbor improvements, as much more in improvements of railway facilities and, if Mayor Hockin has his way, thirty million dollars in purchasing a transportation system. The speaker made these remarks in order to impress upon his hearers that they were not going to go to an unprogressive city, dead to the urging of progress.

Richard H. Waldo, who made the seconding speech, was convinced that the advertising men of the United States would learn much by meeting in Toronto next year. Moreover, he said, they would be the guests of men who have proved the best of good sports, in that, after they had failed to get the convention in 1911 and 1912, they did not sulk but did their level best in every way to forward the interests of the clubs as a whole.

#### WILLIAM WOODHEAD THE NEXT PRESIDENT

It was then moved that nominations be closed and this motion was assented to by the delegates with a roar.

Another event of prime importance in the day's proceedings was the nomination of the four leading officers. Rumor had it, before the proceedings began, that here again everything had been carefully arranged for by the powers—that only one name for president, vice-president, secretary and treasurer would be put in nomination. But the enthusiasm of the Chicago men upset these carefully arranged plans. William Woodhead, of the *Sunset Magazine*, San Francisco, was duly nominated by James Schermerhorn of the *Detroit Times*, but the nominations did not cease there. James M. Dunlap, of the Chicago Advertising Association, put Herbert S. Houston, of New York, in nomination,

amid considerable applause. He did this in spite of the fact that, before nominating speeches began, President Coleman read a letter from Mr. Houston, wherein the latter explained at length why he wanted his friends to withdraw their support of him for president the coming year. Mr. Houston in this letter recalled his seven years of work for the best interests of the association and described his labors as chairman of the educational committee. Grateful and proud as he was, because of the support of many good friends in all parts of the country, he nevertheless felt that the best interests of the associated clubs would be served by the election of Mr. Woodhead.

Mr. Houston, on his arrival at the convention Monday afternoon, was given the floor during an interval in the ten-minute speeches. He gently but firmly requested that his name be withdrawn and Mr. Dunlap accordingly—with very evident reluctance withdrew Mr. Houston's name for president, thus leaving Mr. Woodhead's as the only nomination.

Mr. Schermerhorn, in nominating Mr. Woodhead, did so in his characteristic, anecdotal way. He made the point, between good stories, that Mr. Woodhead was an incarnation of the spirit of the West. Moreover, he has built up a good publishing business, having developed the *Sunset Magazine* from its first condition as a house-organ for the Southern Pacific railroad into the dignity of a national magazine of standing.

St. Elmo Lewis, of Detroit, seconded the nomination of Mr. Woodhead in a meaty speech. He recalled Mr. Woodhead's work as business manager of the *Sunset Magazine* and as chairman of the executive committee, in which capacity he had had an opportunity to study him. He regarded his fitness for the presidency highly. Being both a seller and a buyer of advertising, Mr. Woodhead is able to look at the big advertising questions from both sides. He has studied distribution problems all over the coun-

try; in these days, therefore, when there is so much work to do with the dealer, in order to make him a better business man and a more efficient factor in the selling scheme, a man of Mr. Woodhead's experience is needed. Mr. Lewis said that, although it is two years away, the convention of the clubs at San Francisco in 1915 would be an event of such magnitude that two years are needed in preparation. Mr. Woodhead, for this reason again, is needed.

Walter B. Cherry, of Syracuse, advertising manager of the Merrill-Soule Company, was nominated for vice-president in an appropriate manner by S. C. Dobbs, former president of the associated clubs.

President Coleman wanted the pleasure of nominating the secretary and he put P. S. Florea, of Indianapolis, forward for the place. Mr. Florea has been secretary for four years.

Vice-President Johnston nominated W. W. Cloud, of Baltimore, for treasurer, but Mr. Cloud later withdrew his name, because, he said, at Dallas Baltimore had gone on record as wanting the convention but no offices. President Shay, of the Baltimore club, thereupon nominated T. W. Le Quatte, of *Successful Farming*, Des Moines, Ia. After these nominations have been formally acted upon by the executive committee Friday, these men will fill the several offices for which they were nominated.

#### SUPPORT FROM CANADIAN PRESS ASSOCIATION

The Canadian Press Association, at its annual convention June 4, passed resolutions pledging its support to any action taken by the Canadian division of the A. A. C. of A. to obtain the enactment in the Provinces of Canada of the PRINTERS' INK Model Statute.

#### SOUVENIRS AT BALTIMORE

As each visiting delegate received his registration card he passed from the registration counter to the souvenir counter and there received a miniature suitcase containing samples of toilet and shaving soap, German silver match case, cigarettes, leather-covered note book, a box of handsomely engraved note paper, a box of candy and cakes, and other useful articles.

## SYMPOSIUM SHOWS SCOPE OF THE CONVENTION

TEN-MINUTE TALKS FROM DIFFERENT ADVERTISING INTERESTS—A MESSAGE FROM PRESIDENT WILSON—OUTDOOR AND SPECIALTY MEN PLEAD FOR CO-OPERATION

The morning session was followed by a buffet luncheon served in the armory by the Advertising Club of Baltimore, a programme which permitted the delegates to stay on the spot and spend some time in the advertising exhibit.

When the afternoon session came to order there was a much larger attendance than in the morning.

The main speech of the afternoon was that made by Douglas N. Graves, of Boston, chairman of the Programme Committee and in a large measure the inspiration of the programme. Mr. Graves spoke on "The Purposes and Scope of the Baltimore Convention," and gave what proved to be a splendid presentation of the achievements and aspirations of the association. It was intended to strike a keynote of high endeavor and the convention rose to it as one man.

"With our present organization of nearly 150 clubs and 10,000 members," he said, after an historical review of the association, "composed of men from every department of the business and from every corner of this great country, tremendous influences should be set in motion at this convention. Among you are many men of broad achievement, and if a great purpose be communicated to you here you will go back home and work for its accomplishment and take on higher aims and assume greater achievements.

"It is our ambition," he said, again, for the Programme Committee, "to set a precedent here which, if followed, will in all the years to come make of this annual convention what it should be—an important, if not a controlling, factor in all the advertising interests of the nation."

Mr. Graves then outlined the features of the programme and indicated how the most good could be extracted from them.

### THE TEN-MINUTE SYMPOSIUM

Then followed a series of ten-minute addresses by representatives of each of the great advertising interests—one of the novel features mentioned by Mr. Graves.

For the religious press, William Shaw, publisher of the *Christian Endeavor World* and general secretary of the United Society of Christian Endeavor of Boston, opened the symposium with a lively ten-minute plea for attention that woke the convention up and brought forth round after round of applause.

Inquiry, he said, had shown that the religious press was discriminated against by advertisers and agents who classed all religious papers, the good and the bad, together, and ignored all together. The better examples of the religious press, however, were entitled to patronage for the reasons that the subscriptions of the majority of the religious press are paid in advance, individual subscriptions; they stand for culture and refinement; they give qualitative as well as quantitative statement of circulation; and because they gave to the A. A. C. A. the man who had transformed it from a junket to a magnificent, practical convention—George T. Coleman, the "guy that put religion into the Associated Advertising Clubs."

F. Irving Fletcher, advertising manager of Saks & Co., department store, New York City, spoke for the retail advertisers and did so in an incisive, epigrammatic style. He told what retail advertisers want from the newspapers; his remarks also fairly well state the wants of national advertisers using newspapers as well as other mediums. His speech is printed in part on another page of this issue.

Stanley Clague, the Chicago advertising agent, traced the development of the advertising agency. His speech appears in

part on another page of this issue.

The situation with respect to the magazines was analyzed by A. C. G. Hammesfahr, advertising manager of *Collier's*, who took up each of the four factors in the problem, the consumer, publisher, agent and advertiser, and showed the obligations of the last three to the first, and to each other. Collectively and individually they needed to keep their hands clean and to make the others clean up. The demand of the time was for higher standards all along the line.

#### TECHNICAL PAPERS OPEN BOOKS

Mason Britton, manager of the Hill Publishing Company, New York, speaking for the technical and trade papers, said that in no other class of publications are the editorial requirements so high, and that no other class was so willing to provide advertisers with the number and character of the subscribers.

"The records of the General Electric Company, who use all classes of periodicals," he said, "show that the highest percentage of open books is to be found among business papers."

He said that a national trade press association was now being formed and that no publication could join it which would not give a statement of its circulation and tell from where, from whom, and how its circulation was obtained. He urged advertisers to meet this movement half-way.

He said that some of the technical and trade press gave a commission or differential to the agent, and that many of them believed that the advertiser should pay it.

The attitude of the general advertisers was described by O. C. Harn, advertising manager of the National Lead Company.

"We want to know how many subscribers you are going to give us for our money," said Mr. Harn, addressing the publishers, "and we want the statement verified. I ask the co-operation of all the interests represented here in the plan which has recently been offered by the Association of Na-

tional Advertising Managers and approved by a conference of all interests, for a joint auditing committee." Mr. Harn's speech appears elsewhere in this issue.

#### GREETINGS FROM WASHINGTON

Midway of the afternoon session there was a little interesting excitement injected through the arrival of the last relay of Marathon runners from Washington with a message from President Wilson. Five of them divided the distance of 45 miles between the White House at the capital and the Convention Hall in Baltimore. The last runner of the five boys dashed into the hall and up through the center aisle between cheering ranks of the advertising men and pushed a wrapped and sealed tube into President Coleman's hands. The message read:

WHITE HOUSE.

WASHINGTON, D. C., June 9, 1913.

MY DEAR MR. COLEMAN:

Allow me to avail myself upon this occasion of the great meeting of the Associated Advertising Clubs of America to send my warm greetings to the convention and to express my hope that your sessions may give a fresh impulse to the work upon which your organization is engaged. Your slogan, "Truth in Advertising," ought to win for you, if lived up to, the support and admiration of the business community.

Sincerely yours,

WOODROW WILSON.

The Marathon runner who delivered the message was Frank A. Ruth, of the Cross Country Club of Baltimore. The total time from Washington was 4 hours 45 minutes.

A committee was appointed to draft an appropriate reply and send it back by runner to the President.

James Keeley, general manager of the *Chicago Tribune*, in talking for the newspapers, made some very plain remarks and indicated what this great group of publishers must do in order to put their merchandise — white space — upon a thoroughly high and trustworthy basis. His remarks dealt at length with the evils of faked circulation and the consequent unfair competition with decent publishers. His ad-

(Continued on page 25)

## Low-Voiced Advertising

WAREHOUSE, No. 104 Chestnut street, Philadelphia.—CHAS. F. RAYMOND, practical Hat Manufacturer, would acquaint families and the public, that his stock, consisting of gentlemen's beaver Hats, otter, fur, seal and cloth, fancy travelling Caps, youth's Hats, and Caps of every description, will be sold by him at lower prices (the quality and workmanship being taken into consideration) than are usually charged by the majority of dealers.

C. F. R. feels assured that his extensive dealings, his knowledge and experience in the raw materials he used

every description. Hats, Caps, etc. No. 25

BROWN & WEST respectfully inform their friends and customers, that they have on hand a general assortment of Silk and Beaver Hats, of their own manufacture, which for durability and elegance are not surpassed by any in the city. They have also a large assortment of hats, caps, etc.

The above advertisements are reproduced from the first issue of the Public Ledger, Philadelphia, March 25, 1836.

Note particularly these phrases: "Lower prices than are usually charged by the majority of dealers." "Not surpassed by any in the city."

Somehow, these 77-year-old statements carry conviction and inspire confidence. Much more so than the typical modern copy, which very likely would have read, "Lowest prices in the city," and "Absolutely the best."

Advertisers multiplied so rapidly in the past few decades that, almost without realizing it, they gradually raised their voices to a higher and higher pitch, until they achieved a veritable babel of shrieks. The result is that when a man comes along speaking in a low voice and moderately, the public, through force of contrast, listens to him with an added respect.

This is worthy of consideration by advertisers who wish to get maximum results and ensure permanent benefits.

THE CURTIS PUBLISHING COMPANY  
INDEPENDENCE SQUARE · PHILADELPHIA

It is quite the average habit to discount the value of anything offered for sale, be it white space, or merchandise. A very few "buyers" are enormously rich because they discover value and buy accordingly.

No one could have been so thoroughly interested in discounting the value of Sunday Magazines as were the publishers of the American Sunday Monthly Magazine.

They discounted and re-discounted, and it was only when Sunday Magazine virtues were magnified by their faults that we began the publication of the American Sunday Monthly Magazine.

Many advertisers say that Sunday Magazines are not interesting to them—and therefore can not be interesting to the public at large.

The organization back of the American Sunday Monthly Magazine, studied this question for almost a decade, and decided "Sunday Magazines" of the present type are of decided interest to the American public—

And arrival at that decision meant an annual outlay in excess of a half-million dollars.

Small wonder then, that we question the twenty-minute decision of a mistaken advertiser with a fifty thousand dollar appropriation, as against the studied approval of experts with a half-million dollar investment at stake.

The American Sunday Monthly Magazine represents the best in its type of publication. It expends more money for its editorial contents, dresses the publication more expensively, and distributes it more widely than any of its class.

The price at which it sells its advertising space is "dirt" cheap in comparison with the rates of



some other publications. But the cost of its advertising space is not based on 2,000,000 and nearly two hundred thousand more copies distributed, but rather on the cost of *manufacturing* the space we sell.

There are economies we practice due to our method of distribution which are passed on to the advertiser, and enable him to purchase at six dollars per line, what ordinarily would cost him much in excess of that.

And there are advertisers who discount our value, because forsooth, we economize for them.

There are many advertisers who discount the value of publicity, because they are eternally advertising to themselves.

It is the multitude you manufacturers of necessities want to reach—not the exclusives.

There are millions of people who will eat breakfast foods and wear clothing, and shirts, and underwear, who will never swing a leg over a polo pony.

It's crowd you're after—not class. Besides two million and a quarter people spending two thousand a year, are decidedly better for your commercial health than a hundred thousand spending fifteen thousand a year.

We are particularly interested in showing the manufacturer of trade-marked necessities the great advertising value and economy in the use of Sunday Magazines. The story is based on fact, not fancy.

## American Sunday Monthly Magazine

220 Fifth Avenue  
New York City.

908 Hearst Building  
Chicago, Ill.

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# The Publisher's Responsibility

Much is said of the responsibility of the publisher for the character of the advertising that appears in his columns.

The PUBLIC LEDGER faces this issue squarely and sets for itself a rigid and exacting standard in excluding from its columns advertising of liquors and all disguised preparations containing harmful drugs, commonly known as patent medicines; all advertisements designed as traps for purchasers or inventors; loan sharks, and questionable schemes of all kinds.

The PUBLIC LEDGER will not knowingly permit unwarranted claims, even on the part of its largest advertisers, feeling as it does that a newspaper's responsibility is to its readers first and finally.

Public Ledger Company  
*Cyrus H. K. Curtis, President*

**PUBLIC**  **LEDGER**

Independence Square  
Philadelphia

A. T. SEARS, JR.  
Home Insurance Building  
Chicago

E. C. KAVANAGH  
Metropolitan Tower  
New York

dress is printed elsewhere in this issue.

"Our competitors," said Donald Ross, president of the Protective Company, of New York, speaking for outdoor display, "do not understand us as do advertisers who patronize us." He believed other forms of advertising should study the possible services of the outdoor medium. By so doing they, as have many advertisers, would discover that it is a supplementary and reinforcing medium. Mr. Ross sketched the development of outdoor advertising from ancient times. He asserted that it is the purpose of those engaged in outdoor advertising work to do better for their advertisers each year, by good inspection and constant improvement of the service. He believed that the objections to outdoor advertising were based upon a lack of knowledge of this medium; with fuller knowledge criticisms will cease. Touching upon rates for outdoor advertising, he went on to say that the rate was set at a point below which space could not be profitably sold. After the outdoor service has been sold by men trained in the work—after their commissions have been deducted—there is nothing left for the advertising agent. The agent, therefore, he feared, was often leaving his clients to do without the benefits of this special form of publicity, because there was nothing in it for him.

#### SPECIALTY ADVERTISING NEEDS CO-OPERATION

In speaking for specialty advertising, Theodore Gerlach, of Gerlach & Barklow, Joliet, Ill., was of the opinion that this form of publicity was doing more good for advertisers than it was given credit for. There has been difficulty in inducing national advertisers to listen to the merits of specialty advertising, although these difficulties in certain directions are growing less and the total of business done is increasing.

Like Mr. Ross, he criticized the lack of co-operation of the advertising agency. The advertising specialty is useless unless it is dis-

tributed intelligently. It is difficult, again, he said, to have users of specialty advertising give as much attention to this question of distributing the specialty as they should. Haphazard distribution is the base of much prejudice against the specialty.

T. W. LeQuatte, of *Successful Farming*, Des Moines, taking up the cudgels for agricultural publications, pointed out that the farm is a factory where the elements of nature are converted into food and clothing. There are six million farms, with a value of forty thousand million dollars. It was left to the farm papers to discover that human beings, actuated by human needs, lived on these farm factories. The family has appreciated the information about the home, as well as the farm, which the farm papers have made a feature of their editorial policy. His statement that the farm papers are losing over a million dollars a year, by rejecting this amount of objectionable advertising, was applauded enthusiastically. But this policy has brought of clean advertising more than enough to replace this "loss."

Fifty leading farm papers, he said, reach more people who own their own homes than the fifty leading magazines or newspapers. Fifty farm papers reach more families owning their own homes than do the fifty leading magazines or newspapers.

#### SANATOGEN CASE NOT "LEADING"

WASHINGTON, D. C., June 5, 1913.  
*Editor of PRINTERS' INK:*

The Sanatogen case, having been decided by a closely divided court, is not and never will be what is called a "leading case," nor an authority in any future case which does not run throughout "on all fours" with the Sanatogen case. The price maintainers will have to make a limited and conditional sale of every article upon which they wish to fix the price to be paid by the ultimate consumer. If they try that, Congress is sure to pass an act to put an end to the new practice.

C. F. BENJAMIN.

Charles W. Staudinger, advertising manager of the Anheuser-Busch Brewery, St. Louis, entertained at the brewery many Baltimore Convention delegates who passed through that city last week.

## How to Drive the Liar Out of the Newspaper Business

Publisher Scathingly Denounces Unfair Methods and Shows the "Way Out"

By James Keeley,

Gen. Mgr., Chicago Tribune.

[Address before Associated Advertising Clubs of America at Baltimore, June 9.]

The troubles that exist between advertiser and publisher, the handicaps that prevent harmonious dealing and co-operation between the man who publishes and the man who advertises, are based on what might euphemistically be called one standard for editorial honor and another for business honor. Stripped of the politeness of phraseology, the trouble or problem, if you so choose to term it, really is based on lying.

That is the root of it: plain and affidavit lying, and with the lie there goes necessarily, hand in hand, secrecy, subterfuge, lack of co-operation and trouble—trouble for the honest publisher, and trouble for the advertiser who cannot distinguish between the statement of the honest publisher and the statement of the dishonest publisher.

It is a strange commentary—yes, an astonishing commentary on the ethics of one of the greatest industries in the world, that its business integrity is at so low an ebb that newspapers, before they can market their merchandise, have to submit to the third degree to have established which, if any of them, are telling the truth about what they have to sell.

What would your tailor say, if when you purchase a suit of clothes you should insist on submitting to chemical analysis the cloth of which the suit is to be constructed? What would a jeweler think, a reputable jeweler, if a customer insisted on testing with acid and file the article that he was buying? What would any reputable merchant say if his goods were analyzed, tested and

otherwise inspected before they were purchased?

And yet, this is the situation in the publication field to-day, and this situation, humiliating as it is to the honest publisher, and distressing and troublesome to the advertiser, is due largely, yes, wholly, to the newspapers themselves. The circulation liar is not quite as old as Gutenberg types, but he is not much younger. He is not, I am glad to say, as numerous as he was years ago, but he is just as perniciously active as ever, and his influence is more devastating than at any time past. His performances, however, are not condoned as generally as they were in the days gone by. You know, and I know, that for years a circulation statement was generally regarded as entitled to the place of honor in any joke book. There were men, the soul of honor in the editorial conduct of their papers, who would not hesitate to make a sport of veracity when it came to circulation.

As time rolled on, advertisers began to insist on knowing what they were buying. If they paid for "all wool," they did not want shoddy. As a result various schemes and methods were devised for finding out if the editor, the man who is supposed to act as leader of public thought, guardian of public morals, exposé of crookedness, and prophet of reform, was telling the truth. Think of the irony of this situation. And when I think of it I do not blame the advertiser for accepting with a grain of salt any publisher's statement, and I also have a certain amount of sympathy for the advertiser who resents editorial criticism of the veracity of his statements when he knows that the profession rapping him over the knuckles contains in its ranks

some of the finest long and short distance falsifiers on earth.

These men who lie about their circulation, who defraud the advertiser, are just as guilty of obtaining money under false pretenses, as is the cheap swindler who palms off a brass watch on a farmer under the pretension that it is gold. One of these days I hope to see this guilt made equal under the law. If an advertiser can be prosecuted and sent to jail for swindling the public, the publisher who defrauds the advertiser should occupy an adjoining cell.

#### PENITENTIARY FOR CROOKED PUBLISHERS

At the time I am preparing this address, the Supreme Court has not passed on the constitutionality of the new postal law.

I hope that the law is held constitutional.

I hope that the Government will not hesitate to prosecute for perjury every publisher, be he big or little, who makes a false statement regarding circulation.

I hope that the law will be so amended that it will be made obligatory on the editor, publisher or owner, to sign the circulation affidavit personally.

At the present time, one in a subordinate position can sign the statement. In Germany each newspaper has a libel editor. When a libel is published, and the paper is brought into court, the libel editor assumes responsibility and goes to jail. That is his job; that is what he is paid for. We do not want in this country circulation editors who, for a salary commensurate with the risks they run, will take a chance, commit perjury, and then act as scapegoat for the real criminal.

Once the real circulation liar sees the penitentiary doors opening, the situation will be clarified. The honest truth-telling publisher will have the menace—and it is a menace—of unscrupulous competition removed from his path. All publications will be on all fours, and the maker of a good newspaper will reap the reward of

## The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

his industry, genius or whatever you want to call it, and the maker of a poor newspaper will suffer for his incompetency.

#### WORKING OF UNFAIR COMPETITION

The gentlemen whose tongues and pens print more papers in a minute than their press rooms can turn out in twice their running time, not only cheat the advertiser, but they also hamper you by hampering the honest publisher. The man who makes a truthful statement knows that his dishonest competitor will simply take his figures, add 10, 15, 20 or 50 per cent, get someone to swear to his tabulation, or fix his books and records and get some auditing or investigating company to certify to the correctness of the figures handed to its representative. You have all seen these certificates. The large majority, I believe, tell the truth, but the fraudulent ones throw doubt and discredit on all, and the honest publisher is placed in the position, by submitting his books to this examination, and by accepting and using the certificate resulting from the examination, of bolstering up and certifying in a way to the correctness of the certificate obtained by his competitor through fraud and chicanery.

The methods of securing these attestations or certificates are various. Some advertisers send their own auditors into newspaper offices in an effort to determine the facts. I say to you that the accountant does not live who can go into the office of a publication and come away with the positive and absolute knowledge that he has obtained the real facts. What these accountants certify to are merely totals of figures furnished to them by the publications themselves. If these original figures are correct, then the guarantee, or certificate, or whatever you call it, means something. If not, then the certificate means nothing.

#### FOOLING THE ACCOUNTANT

Consider for a moment a hypothetical case. Suppose that an accountant enters the office of two newspapers in one city. Suppose

that one of these newspapers tells the truth, and the other furnishes the investigator with false figures—crooked press figures, juggled paper bills, fake route sheets, falsified drivers' sheets, records that suppress returns, lost, mislaid, too late, frees—from which to draw his totals. His certificate goes to each of these two newspapers and as far as the general advertising public is concerned, each certificate has equal value. The association or individual responsible for this examination is in the position of having placed the honest newspaper in a false light by certifying to figures for its competitor which that competitor does not possess.

If the new postal law is held constitutional, and a few gentlemen go to the penitentiary—and I think you can safely trust the newspapers of the country to see that perjury either is not committed, or if committed, punished—then the necessity for these examinations, and the resultant certificates will cease. If on the other hand the law is not held constitutional, then there must be a radical change in the method of examining circulations, if the advertiser is not to be swindled and the honest publisher is not to be handicapped in the method I have mentioned, by a dishonest competitor. One method would be to appoint a committee to assist the examiner in each city; this committee to consist of one representative from each of the newspapers in the city who permit examinations. The men who know most about circulation are the newspaper men themselves. They not only know the circulations, but they know the tricks of the circulation faker.

Also, your official examination is not worth one battered red cent if it is not supplemented by an outside examination. Simply insist on knowing how the claimed circulation is distributed and where it goes. This is the proof of the pudding. It is easy enough to take a census of news-dealers and carriers in a city or in certain sections thereof. The result of such a census can then



# The Hill Definition of Service Is This—

To give 100 cents *and interest* for every dollar invested.

In order to do this it is necessary to publish, print and circulate the *leading* paper in each field.

It is necessary to make these papers friends, partners and right hand helpers to the important men of each industry represented.

To search out and find who these men are and land them on the list at full subscription price.

To reach more of them than any other papers.

To sell a make-it-pay-you service instead of only you-may-pay-us space.

The result of it is that the Hill Papers have larger circulations, among more important men, at less cost per thousand than any others in their field—

And produce better results year in and out than can be got elsewhere.

These "be brave words"—we'll prove 'em.

Address

**Hill Publishing Co.**

505 Pearl Street

New York City

**THE** five quality circulation engineering weeklies of the Hill Publishing Co. are:

***The Engineering and Mining Journal* (1866)**

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

***Engineering News* (1874)**

The standard Paper of Civil Engineering. Circulation 20,000.

***American Machinist* (1877)**

Devoted to the Work of Machinery Construction. Circulation 27,250.

***Power* (1880)**

Devoted to the Generation and Transmission of Power. Circulation 34,500.

***Coal Age* (1911)**

Devoted to Coal Mining and Coke Manufacture. Circulation 11,250.

## *Significant Analysis*

### *Home Circulation:*

Twenty representative newsdealers in Greater New York—East and West Side Manhattan, Brooklyn, Mount Vernon, and Montclair, N. J.—sell 14,498 morning newspapers.

Of this number The New York Times sells 38%, or 5,545 copies.

Of the 5,545 copies, 4,467 are delivered into the homes.

The newspaper second, in total, sells 2,356 copies, 1,539 delivered.

The newspaper third, in total, sells 2,195 copies, 1,181 delivered.

The New York Times is received in 3,318 homes exclusively.

The second newspaper reaches, exclusively, 1,276 homes.

The third newspaper reaches, exclusively, 1,176 homes.

The New York Times is purchased in 43% of the homes reached by only one newspaper—3,318 homes.

Five other morning newspapers combined deliver only 2,741 copies.

The five newspapers combined deliver 1,726 copies less than The New York Times.

### *Most of the Best:*

The New York Times is delivered to 25% of the homes reached by the two other morning newspapers popularly classed with The New York Times as to quality of circulation.

The New York Times has a net paid daily sale in the Metropolitan District far more than Double the Combined net paid daily metropolitan sale of two other morning newspapers most frequently compared with The New York Times as to quality of circulation. It reaches one out of four of the readers of both these newspapers.

Advertisements in The New York Times are brought before more than two-thirds of the daily readers of high-class New York newspapers.

*The More Than Two Hundred Thousand Regular Purchasers of The New York Times Represent the Greatest Buying Power in the World.*

be checked against the figures obtained from each individual newspaper. When you get these figures you will know the exact situation. Let me make a prophecy, gentlemen: If the postal law is held unconstitutional and if the only method of distinguishing between truth and falsehood is an examination of the claims of each paper, and if the old style of internal examination is continued without the addition of outside examination which shall be participated in by representatives of all the newspapers affected in each city, I believe that a number of the best newspapers of America will decline longer to participate in this farce.

Out of this distressing situation, distressing alike to publisher and advertiser, have grown a number of analogous evils. No man likes to expose the secrets of his business to an unscrupulous competitor. No man likes to submit to an analysis of his business when he knows that the analysis may fall into the hands of a dishonest competitor who will be given a chance to prepare a statement, the excellence of which will be limited only by his moderation in the use of the multiplication table.

#### CO-OPERATION BETWEEN PUBLISHER AND ADVERTISER

This lack of co-operation between publisher and advertiser has been a bad thing, not only for the party of the first part, but also for the party of the second part. The decent man, whose veracity and whose honor is questioned, and whose truthful statements are placed in the scale with those of an untruthful individual, sometimes is in the frame of mind not conducive to the co-operation that should exist between publisher and advertiser.

Co-operation is essential and in my judgment, the keynote of the coming successful newspaper of America will be personal service and co-operation, not only personal service to and co-operation with its readers, but with its advertisers.

This same policy of service and co-operation, I believe, should ap-

ply equally to the advertiser. We are endeavoring to put this belief into practical operation. We are endeavoring to show and demonstrate to various advertisers opportunities that exist for them in the territory in which the *Chicago Tribune* is printed. We have set aside a fund of \$50,000 for use this year for this purpose, this being in addition to the \$100,000 or more that we shall spend in advertising our advertising.

I believe the service of a paper to the advertiser should not start and end with the publication of his advertisement, just as I believe that the duty of a paper to its readers does not start and end with the publication simply of the news of the world.

We get approximately 7,000 letters a week from readers asking advice on all conceivable topics. When we receive 7, 70 or 700 letters a week from advertisers asking information and advice as to the problems that confront them, I shall feel that we are fulfilling our destiny.

Remove the clouds of suspicion, extend the helping hand one to the other, fight with, instead of against, each other and our joint troubles will largely vanish. The closer we get together the better it will be for all of us.

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#### HUNTON NEW PRESIDENT SIX POINT LEAGUE

The annual meeting of the Six Point League of New York was held on Thursday, June 5. It was attended by a large majority of the members, and the following officers were elected for the ensuing year: President, M. D. Hunton; vice-president, Herman G. Halstead; treasurer, Frank R. Northrup; secretary, Louis Gilman. The following executive committee was elected to serve for the ensuing year: J. P. McKinney, Charles H. Eddy, I. A. Klein, T. E. Conklin, George Katz, F. St. John Richards and John Budd.

The following special representatives joined the Six Point League during the year and were elected to membership: Sam DuBois, Carpenter-Scheerer Special Agency; A. K. Hammond, the N. M. Sheffield Special Agency; Hasbrook & Story, Howard C. Story, and Geo. M. Burbach. The membership of the Six Point League now totals 41.

The Six Point League maintained headquarters at the Hotel Emerson during the Convention of the Associated Advertising Clubs of America at Baltimore.

## LEAGUE WINS CASE AGAINST 14TH STREET STORE

The case brought by the Vigilance Committee of the New York Advertising Men's League against the 14th Street Store, which was tried in Special Sessions on April 28, was decided June 6 in favor of the league.

It will be remembered that at the time of the trial, and after a decision in favor of the defendant, the complainant was given permission to file a memorandum. It is upon consideration of this memorandum, written by H. D. Nims, attorney for the Vigilance Committee and author of the PRINTERS' INK Model Statute, that the court reverses its earlier judgment and finds the defendant guilty of violating section 421 of the New York Penal Code, the statute prohibiting fraudulent advertising.

Sentence was suspended, so there is no opportunity for the defendant to appeal.

The case was based upon a purchase of a fur coat, advertised by the defendant as "Arctic Seal, worth \$90, at \$47.50." Experts were produced to testify that the coat was actually worth, at wholesale, from \$35 to \$45, and that the term "Arctic Seal" was commonly used in the fur trade to denote dyed rabbit skins, the contention being that inasmuch as the store had bought the coat as "Arctic Seal" it had a right to sell it under the same name.

Judges Zeller, McInerney and Deuel rendered the decision. Judge Forker, who was not sitting, but who heard the motion to dismiss the case, dissented.

*Women's Wear*, a daily trade publication, prints the following interview, given at the office of Henry Siegel, at the store:

"The 14th Street Store has decided, if there is any way to reopen the case, to do so, as in advertising 'Arctic seal' it was following the custom in the fur trade of many years' standing. Many skins are sold under artificial names, and the 14th Street

Store claims that in no case it gave any of these trade names. It purchases the goods in the open market and sells them under these names in the same manner as other department stores and houses have done for many years. The trade names 'Arctic Seal,' 'Hudson Seal,' 'French Seal,' 'near seal,' 'mink marmot,' 'Alaska Bay sable,' etc., have been publicly advertised and garments sold without any objection being raised by any one, and the customers who buy these goods are perfectly well aware that they are not getting the genuine fur-bearing seal, mink or sable skins. Fur seal is practically not on the market.

"The management of the 14th Street Store knows that it did not wilfully and knowingly publish a misleading advertisement, and feels that a great injustice has been done it by being selected to be sued in this case."

On the same day and in the same court, the Vigilance Committee's case against the Dr. Kelley Medical Company (advertisers of a bust developer) failed because of lack of evidence to prove that the advertising matter introduced was actually mailed by the defendant.

## INGERSOLL RESTRAINS DEALER FROM CUTTING PRICES

Robert H. Ingersoll & Bro., of New York, last week obtained a preliminary injunction against a local druggist in New Haven, Conn., restraining him from cutting the price on the Ingersoll Dollar Watch.

The ground upon which the injunction was granted was that it was a wrong for a dealer to cut a rate where he knew it was restricted and sold everywhere at that price.

The New Haven druggist in offering the watch at 69 cents, it was alleged, destroyed or minimized a part of the good will of the Ingersoll Company. It was known that the courts stood firmly for the protection of good will and it was on this basis that the case was brought.

## NORTH GERMAN LLOYD ACCOUNT GOES TO ARMSTRONG

The account of the North German Lloyd Steamship Company, formerly handled by Albert Frank & Co., of New York, has been transferred to Collin Armstrong, Inc.



On a rock-bound coast in Europe is an old, old castle. With quaint turrets and ramparts this grand relic of medieval times stands facing the same rich blue sea and tinted at evening with the same opalescent skies as in the days its halls were thronged with beauty and chivalry.

Situated near a beaten path it attracts tourists chiefly on account of its isolation, for it stands alone amid surroundings that render it picturesque and most conspicuous.

It was built in the days when thought was given to things other than economy of ground space, before land was figured in square inches, and therefore possesses that charm of individuality.

In recalling various things including advertisements that have made an impression, each one has had some striking mark of individuality. Otherwise they would have been forgotten like all things mediocre.

An advertisement may be individual and striking through its color, style, size or copy. Painted Display Advertising is both individual and striking owing to its size, color and the fact that most displays stand alone.

The powerful influence of the railroad bulletin is due in a large measure to the fact that each bulletin is alone, and is therefore, the object seen from the car window that breaks the monotony of the landscape.

Or a painted wall sign on the side of a building stands out like a huge oil painting, for even the effect of an elaborate frame is there in many cases.

In a district recently swept by a cyclone the only thing in



sight in the midst of the debris was a great wall sign advertising a well known product. No one seeing this could fail to realize the dominating effect of a strong advertisement standing alone.

A prominent visitor in Chicago once said that among the most striking and interesting features of the city at night were the spectacular electric signs. They stand up above the other mass of lights and flash their message with no detracting surroundings.

Let us tell you how to place your advertisement so as to dominate the situation.

CHICAGO **Jnos. Gusack Company** NEW YORK

SALES DEPARTMENT

Out-Door Advertising Association

# REACHING FARM POPULATION EFFECTIVELY

WHAT A BIG ADVERTISER IN AGRICULTURAL PRESS WANTS TO KNOW ABOUT HIS MEDIUMS—DISCUSSING BEST COPY FOR FARMER'S FAMILY—SURVEY OF MEDIUMS THAT BRING RESULTS

By G. B. Sharpe,

Adv. Mgr. De Laval Separator Co., N. Y.

[Portion of address before symposium of Buyers of Advertising, June 11, at Baltimore Convention A. A. C. of A.]

As one of the largest buyers of farm paper advertising in the country, the first thing I want to know about a farm paper is not its circulation but the service it is rendering its readers through its editorial columns. The next thing I want to know about is its attitude toward objectionable advertising; and then I want to know whether the subscribers take the paper because they feel that they need it, or whether they practically get it for nothing.

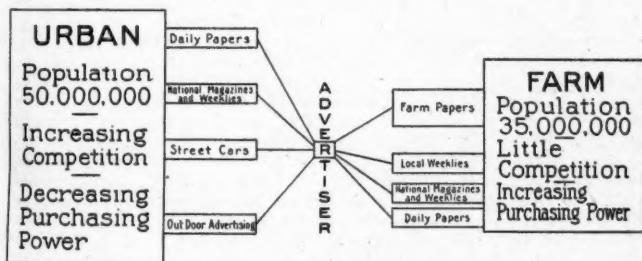
Now don't get the idea that I have forgotten circulation. When I consider the advisability of putting any farm paper on my list, I want a sworn statement of actual

and quality of my goods in a publication which deserves the farmer's confidence has vastly more weight than the same statement in a publication which has no standing with its subscribers, or sticks to the old motto *caveat emptor*. (let the buyer beware).

As to the kind of copy best suited for farm papers, it has been my observation that a plain statement of fact, couched in simple, direct language, with a good, strong, well-displayed heading with a punch in it, and an illustration of the article advertised, carries more weight with the farmer than an artistic monstrosity or copy that attempts to be "clever." My idea of a good farm paper advertisement is one that is filled with the same kind of selling argument that my best salesmen would employ in trying to sell one of our machines.

Until a few years ago, farm paper advertising was confined almost entirely to announcements of farm implement and machinery manufacturers, vehicle manufacturers, stock foods and remedies.

Then the automobile people discovered that, especially for the



RURAL AND URBAN MARKETS COMPARED

net paid circulation from the publisher; in fact, I want to satisfy myself in every way that he has the circulation he claims. The fact that I want to emphasize is that I lay a great deal of stress upon quality of circulation in any farm paper because it has been my experience that a statement of mine regarding the superiority

low- and medium-priced cars, the farmers were about their best prospects, and since then the farm papers have carried a great deal of automobile advertising and it has brought them splendid results.

One by one general advertisers are discovering the farm paper field. Manufacturers of textiles, foods, clothing, furniture, mus-

ical instruments, in fact everything that is used in the home, are one by one coming to appreciate that out on the farms there is a great and undeveloped market which they have been neglecting.

Now just for a moment let us take a look at this field and compare its conditions with the conditions as we find them in the cities and towns. In order to focus your attention for a moment or two, and to give you a clearer impression of the conditions as I see them, I want you to look at the diagram (Reproduced on page 37).

Here on one side is a field representing the 50,000,000 of our population who live in cities, towns and villages.

Here on the other side is a field representing the 35,000,000 people living on farms. I am disregarding the five to ten million of our population who are engaged in the pursuits of mining and lumbering.

Here we have the manufacturer and distributor.

Now what are the competitive conditions in the cities and towns? The advertiser who confines his operations to this territory finds competition so keen that in many cases it is necessary to sacrifice profits in order to keep in the race.

What are the purchasing conditions in this field? The income of the great wage-earning class is almost at a standstill while the cost of the necessities of life is mounting every year.

On the other hand, what is the state of competition in the farm field? In most cases the general advertiser will find but little competition and, as a rule, no organized effort to cultivate this field; and when he does find competition it is not nearly so strenuous as in the centers of population.

Due to better farm management, better knowledge of cultivation, better farm machinery, higher prices for farm products, the farmer's income is steadily increasing instead of, as in the cities and towns, decreasing.

It is a fact that the farmer is becoming every year a larger purchaser of those articles of mer-

chandise which tend to bring comfort and pleasure into his home. The farmer's standard of living is in the main as good, and often even better, than the standard of living in the cities, and it is constantly growing higher.

Now let us consider the mediums necessary to reach both fields. There are four great mediums of publicity which are open to the advertiser confining himself to an advertising campaign in the centers of population—daily papers, national weeklies and monthlies, outdoor advertising and street cars.

I am not going to get into any argument as to which of these is most effective. I believe in them all.

#### MEDIUMS THAT REACH FARM FIELD

Now let us consider the farm field. What mediums reach this territory? Farm papers, local country weeklies, daily papers, and the national weeklies and monthlies. While it is true that the national weeklies and monthlies both have a certain amount of circulation in farm homes, still their combined circulation as compared with the combined farm paper circulation in any given territory will represent but a very small percentage.

As to the local weekly, I have always had a warm spot in my heart for it, and I believe that the proper kind of advertising in a good, live local weekly brings good results for the general advertiser. However, the cost of handling and placing an advertising appropriation in country weekly papers and the difficulties which confront one in making up a list and getting satisfactory service are so great that a campaign of this kind should not be attempted without an unusually well-organized advertising organization and one thoroughly conversant with conditions in this field.

The advertiser who wants to reach the great aggregation of buyers on farms whose purchasing power is rapidly growing greater, and whose requirements are every day becoming more di-

versified, will find that there is only one royal road to the farmer's home, and that this broad avenue is the farm press.

There is another advantage in favor of the farm paper with the advertiser who wants to see what can be accomplished in the farm field. Most of our very best farm publications are sectional. Their circulation is largely confined to a well-defined and limited territory, and the general advertiser is thus enabled to confine his campaign to two or three states in the beginning and gradually take on more territory, and in this way arrange for his distribution and his advertising to go forward hand in hand without spreading a small proportion over a large territory in which adequate sales preparation has not been made to take advantage of the demand created by his advertising.

In order to reach the 35,000,000 people in the United States who live on farms, and to reach them cheaply and economically, to build up a confidence in the goods which are made under your trade-mark, there is no choice in mediums,—you must use the farm papers.

The farm paper is not only closely read by the farmer, but by his wife and family as well. The well-edited farm paper always has something to interest the farmer's wife and the farmer's children, and the household and juvenile departments of some of our well-edited farm papers are just as interesting, and just as carefully prepared, as in our leading magazines and national publications. Remember, too, that the farmer's wife occupies a position in relation to her husband's business that has no parallel in other walks of life. She is interested in every plan for betterment or improvement, and seldom a move is made in which she is not consulted; besides, the poultry and the dairy are usually her special care. Is it small wonder then that she reads the farm paper as closely as her husband, not only the household topics and fashion notes but the other pages as well?

There is no better medium to reach the farmer's wife and the farmer's family than the farm paper that is read by each and all.

It seems to me that the question for the general advertiser to ask himself is, not "Will it pay me to try and capture the farmer's trade?" but "How shall I go about it?" and the way to go about it is to get your goods in the country stores where he can procure them, and to display them before him in the advertising columns of the farm papers. Give him good, honest, reliable merchandise and a square deal, and you will have no trouble in getting the farmer's trade, and once you do get it and establish your merchandise and your trade-mark with the farmer, you will find he is loyal to his friends.

I believe that the farm field presents the greatest opportunity for the building-up of new trade which exists in this country today, and the manufacturer and advertiser of any article, I care not whether it be a cake of soap or a grand piano, who is not cultivating this field through the columns of the farm press is neglecting his very best opportunity for increasing his business.

#### ARE THESE THE TWELVE MOST FAMOUS NAMES?

NEW YORK, May 26, 1913.

Editor of PRINTERS' INK:

While I was out at lunch to-day with a number of advertising men this interesting question arose: What twelve names of commercial enterprises are the most famous? It was finally proposed that each write down the names that impressed him as having the greatest prestige. One of us then went over this list, and after due discussion selected the following twelve as being the most famous:

Worth  
Wanamaker  
Lloyd's  
Rothschild's  
Gorham  
20th Century Limited  
Revillon Freres  
Waldorf-Astoria  
Tiffany  
J. P. Morgan & Co.  
Pearl's Soap  
Cook's Tours

A review of this list is both extremely interesting and suggestive. Who can make a better one and where-in does this list fall short?

S. C. L.

## HOW THE VICTOR COMPANY REGARDS MAGAZINE ADVERTISING

INITIAL DISTRIBUTION THE PRIME NECESSITY, MAKES WISE CHOICE OF MEDIUMS IMPERATIVE—MAGAZINES TO SOUND THE KEYNOTE OF COMPANY POLICY—WEATHERING THE PANIC OF 1907 WITH AN INCREASED APPROPRIATION

*By H. C. Brown,*

Advertising Manager, Victor Talking Machine Co., Camden, N. J.

[Portion of address before the Associated Advertising Clubs of America at Baltimore, June 11.]

Ten minutes to an advertising manager, who seldom has an opportunity to be heard, is almost equivalent to a muzzle, and presents small opportunity of repeating all I know about the many strong features of each particular magazine—which vast store of knowledge, I must in all honesty confess, has come to me through thousands of confidential personal letters, dictated but not read (written on flexotype or mimeograph) and signed (generally with a rubber stamp) by many very prominent periodical advertising managers themselves, which I am always reasonably sure of receiving in very large numbers every week in the year. If I had preserved all these letters, with the many, many answers to all advertising problems contained therein tabulated, my task in addressing you definitely and forcefully on every subject pertaining to the advertising value of the magazines would be simple, and when I had finished, your store of knowledge on this important subject would have been materially augmented.

You will admit that more manufacturers have succumbed before the problems of initial distribution than from any other single cause, and since this is so, initial distribution is just as necessary to the life and success of the manufacturer as the blow that knocks the breath into the new-born babe. Therefore, the

first essential to success as a manufacturer lies in choosing promptly the vehicle that will carry him safest and quickest over the road to the land of initial distribution.

### SOME VICTOR EXPERIENCE

Taking our own product, that is, the Victor and Victor Records, as an example: At the very beginning we knew we had a musical instrument that would eventually find its way into millions of homes, but, at the same time, we realized it would be slow progress without sending frequent and definite messages into the greatest number of homes telling all about the pleasures of Victor ownership.

Our capital at that time was very small—in fact, we were possessed of little more than a very clear idea of what the future possibly held for us, provided we manufactured to the best of our ability and made no serious mistakes in the problem of its profitable distribution. Therefore, the great big question was—how should we advertise? Remember we had to make every dollar count, and when after long deliberation our first appropriation was available for a small campaign in the magazines, we "went to it" fully determined to make this medium produce the results for which we were striving.

I will never believe, as some of the publication managers and solicitors have tried to make advertisers believe, that the reading public buys magazines expressly to read the advertisements, but I do believe and know that a well-presented, definite advertisement in the magazines will and does gather to itself immense circulation and makes an indelible impression on a vast number who are apparently interested in what we have to offer.

The success of the Victor undoubtedly owes much to magazine advertising. From the small beginning our advertising appeared exclusively in the magazines, and every expansion of our advertising appropriation, up to a

(Continued on page 44)

# Read These Letters

Which

Prove

Our  
Statements

## FROM ADVERTISERS

**The Quaker Oats Co.**

"We have your letter April 25th in reference to the special attention you have given our Puffed Rice and Puffed Wheat coupon proposition in "The Mid-West Dealer," etc. We always appreciate co-operation of this kind, and we want to thank you most heartily for this and similar action in the past."

**The O. & W. Thum Co.**

"We thank you for your letter of May 6 with list enclosed and this is to advise you that we have sent each one of the dealers one of our window trim outfits. We appreciate your co-operation."

**The N. K. Fairbank Co.**

"Answering yours of May 6th.

"We have sent advertising matter to dealers as per list sent us by you.

"Thanking you for giving us this opportunity to co-operate with these dealers, we remain"

## FROM DEALERS

**Jos. H. Otrudovsky, Schuyler, Neb.**

"We have received advertising matter and window displays from three manufacturers as requested. We change the display every two weeks, with good results, as it helps to sell goods advertised. Whenever we can, we always avail ourselves of some ads, and display for goods, that we keep in stock."

**Royal Cash Grocery, Nevada, Iowa.**

"I received the advertising matter asked for and they sent along some of the best class of adv. I have ever received from any of the companies that sent them. I know they have helped get trade in their lines. Thank you again for the co-operation you gave to get this adv. matter."

## Co-operative Service

that lays real results right on your desk. People's Popular Monthly creates the consumer demand and The Midwest Dealer creates the dealer demand.

The Midwest Dealer is for advertised goods strong and is mighty strong with the Midwest merchants. You get *real* service. Let us tell you more.

New York Office  
1702 Flat Iron Bldg.  
David D. Lee


Kansas City Office  
306 Gumbel Bldg.  
O. G. Davies

Minneapolis Office  
711 Globe Bldg.  
R. R. Ring

Chicago Office  
717 Harrison Trust Building  
W. E. Rhodes

St. Louis Office  
409 Globe Democrat Bldg.  
C. A. Cour

THE CIRCLE OF

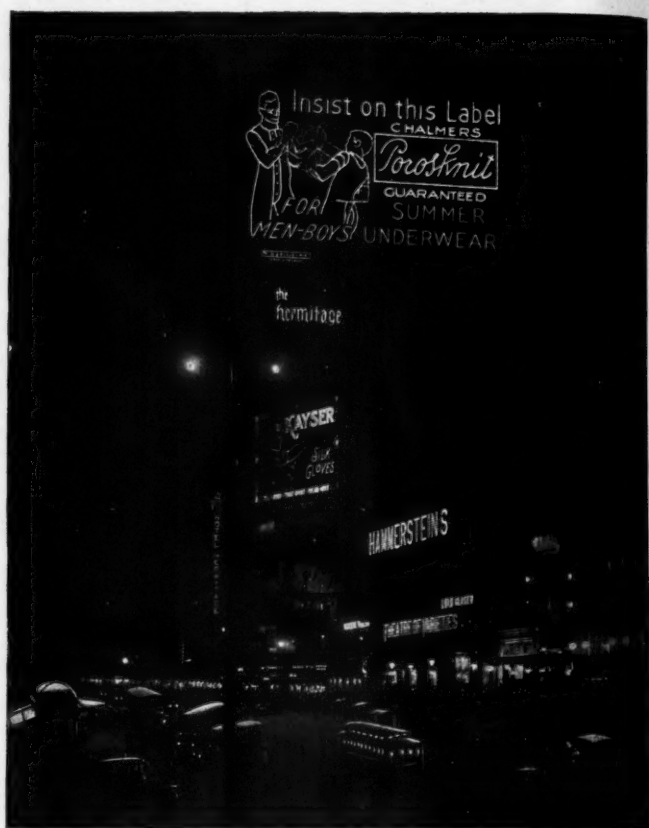


OUR FIELD

CERTAINTIES

**PEOPLE'S  
POPULAR  
MONTHLY**

**DES MOINES, IA.**



### Back on Broadway!

The famous "Porosknit" boxing boys, after an absence of a few months, are again entertaining the crowds on the "Great White Way."



It was only the lack of a suitable location that caused the manufacturers of "Porosknit" to stay off Broadway as long as they did.

They believe in *permanent* advertising, and when letters came to them, expressing surprise that they were advertising Summer Underwear in the Winter time they invariably replied—

"We think it asking too much of our friends to remember for eight months what we advertise for only four."

It is also a fact that in the big national circulation, made up of the 200,000 transients who visit New York every day (and, of course, see the big "Porosknit" display) there is a big clientele from warmer climes for whom "Porosknit" is always seasonable.

Furthermore, it has been suggested that the manufacturers may shrewdly figure on the possibility of persistent suggestion converting many to the healthful habit of wearing "Porosknit" all the year round.

This spectacular display is located at 42nd Street and Broadway, and dominates both Times Square and Longacre Square—the heart of New York's night activity. It is 70 ft. high by 90 ft. long.

Designed, constructed and maintained by

**The O. J. Gude Co., N.Y.**

220 West 42d Street, New York

few years ago when a regular campaign was started in the newspapers, was devoted exclusively to extending our magazine advertising.

As an aid to establishing distributing points in all the great cities—the magazines accomplished just exactly what we contemplated. Our salesmen went into cities to place our goods on sale with the music stores, piano dealers, department stores, etc., and the influence of our magazine advertising (if only on these dealers) was so productive that little difficulty was experienced in establishing a good dealer in practically every city where we needed one.

The fact of the matter is, we look upon magazine advertising as a kind of a foundation on which our distribution has been built, almost as much so as the foundation on which our massive factories stand, and while there are other good advertising mediums being used exclusively that are undoubtedly producing excellent results, I am firm in my belief that they would produce greater results if supported by a campaign of national publicity in the magazines.

#### SOUNDING THE KEYNOTE

Don't let me convey to you the impression that magazine advertising alone and unsupported has accomplished all the results we have secured to ourselves. Every single piece of magazine advertising we have ever placed has simply sounded the keynote of our motives and every bit of our selling energy has always followed closely in its wake.

Our magazine advertising is greater to-day than ever before—with one single publisher it amounts to approximately two hundred thousand dollars per year—and just to emphasize our own belief in the efficiency of good advertising, let me recall a little incident that happened during the financial scare of 1907. With the executive board of our company I sat at a little table in the office of our advertising agents discussing ways and means

of meeting an emergency that threatened serious curtailment in the sales of many established lines of merchandise, and, following the suggestion of one of our officers, \$287,000.00 was added to the regular appropriation and made immediately available for extending our magazine advertising. The wisdom of this move was absolutely proven when the Victor Company held its sales up through these panicky times and went into 1908 facing a demand far in excess of our factory capacity. This extra appropriation has since continued available for each year's advertising, and the results gathered each year, by which the value of our advertising is measured, will undoubtedly see it increased before any part of it is ever taken away.

#### COLUMBIAN-STERLING OFFICERS INDICTED

It was learned to-day that J. Brinton Hayes, formerly president of the Columbian Magazine Company, has been indicted for use of the mails to defraud and will be tried if he can be brought back from London.

Frank Orff, president of the Columbian-Sterling Publishing Company; Lee Sidwell, the secretary; Eugene Bryan Yates, an official of the company, and F. B. Atkin, an attorney of Philadelphia, were placed on trial to-day before Judge Mayer and a jury in the United States District Court on an indictment charging them with the use of the mails in a swindle through which \$2,000,000 worth of the worthless stocks of the publishing company was unloaded on the public.

The Columbian-Sterling Company, which published the *Columbian-Sterling Magazine*, was formed on June 1, 1911, by a consolidation of the Columbian Magazine Publishing Company of St. Louis with Orff's Western Publishing Company. The day after it was formed it purchased all Benjamin B. Hampton's shares in *Hampton's Magazine*, and thus acquired control of that property as well.—N. Y. Evening Sun, June 5.

#### LAWRENCE PRESIDENT OF NATIONAL PIANO MFRS.' ASSN.

Richard W. Lawrence, president of the Autopiano Company, New York, and vice-president of PRINTERS' INK Publishing Co., was elected president of the National Piano Manufacturers' Association at the annual convention held at Cleveland, O., June 2. Mr. Lawrence was formerly president of the New York Piano Manufacturers' Association. The National Association includes 120 firms among the largest houses in the business.

## ANNUAL MEETING A. N. A. M.

The annual meeting of the Association of National Advertising Managers was held at the Hotel McAlpin, New York, June 5-6. Over 80 members were present at the session.

Tim Thrift, of the American Multigraph Sales Company, of Cleveland, is the new president, succeeding L. C. McChesney, of Thomas A. Edison, Inc. Other officers elected are: Harry Tipper, of the Texas Company, New York, vice-president, and W. G. Snow of the International Silver Company, Meriden, Conn., treasurer. W. H. Ingersoll of Robert H. Ingersoll & Bro., New York, and Harland J. Wright, of William Whitman & Co., New York, were re-elected directors.

The new directors are R. A. Holmes, of the Crofut & Knapp Company, New York; G. B. Sharpe of the De Laval Separator Company, New York; A. C. Reiley, of the Remington Typewriter Company, New York, and Roy B. Simpson of the Roberts, Johnson & Rand Shoe Company, of St. Louis.

Reports of various committees read during the sessions were as follows: Circulation and Rates, Tim Thrift, American Multigraph Sales Co., Cleveland; Resale Price Regulation, Wm. H. Ingersoll, Robt. H. Ingersoll & Bro.; Agency Relations, Harland J. Wright, Wm. Whitman & Co., N. Y.; Postal Affairs, Report of E. L. Shuey, The Lowe Bros. Co., Dayton, O., read by C. W. Patman, Secretary, A. N. A. M.; Advertising Department Systems, Edw.



S. Babcox, the Firestone Tire & Rubber Co., Arkon, O. Nominations, E. St. Elmo Lewis, Burroughs Adding Machine Co., Detroit; Special Editions, Programme and Semi-Charitable Advertising Solicitation, Report of Mr. J. H. Weddell, Gage Bros. & Co., Chicago, Ill., read by secretary; Dealer Co-operation, W. P. Werheim, Pratt & Lambert, Inc., Buffalo; Advertising Research, Report of Harry Tipper, The Texas Co., read by the secretary; Finance, G. P. Metzger, Columbia Phonograph Co., N. Y.; Questionable Advertising, Report of Arthur DeBebian, N. W. Halsey & Co., N. Y., read by the secretary; On Advertising Advertising, Harland J. Wright and Frank P. Foster, Jr., Glidden Varnish Co., Cleveland.

## TEXAS BRINGS FLOWERS FOR THE LADIES

Members of the Texas delegation, principally those from Dallas, both in the hotels and along the line of parade, distributed more than 10,000 Texas Cape jasmines, which were shipped from Dallas. Every woman who passed into the Rennett, Belvedere, Emerson or Stafford received one of the flowers from representatives of the Lone Star State. Two automobiles in the parade were stuffed with the flowers, and all along the route of the pageant the jasmines were strewn, bearing a Texas label.

It was a unique little attention and made a hit.

## Poster Advertising, Efficiently Handled, Creates a Big Volume of Business


**THE SOUTHERN COTTON OIL COMPANY**



**ADVERTISING DEPARTMENT**  
BORER BUILDING  
 90 WEST BROADWAY  
 T. O. ASBURY, MANAGER

Mr. Henry P. Wall,  
 #200 Fifth Ave., New York City

Dear Sir:—Replying to your favor of the 2nd, I beg to say that your handling of our billposting has been entirely satisfactory in every respect. We have been well pleased with the attention you have given our account and with the promptness with which the posting has been made to fit in with our sales plans.

And we gladly give to billposting, efficiently handled, its share of credit for the big volume of business we have enjoyed.

Yours very truly,

  
 T. O. Asbury  
 Advertising Manager

TOA/M

**Poster Advertising Campaigns that Bring Results Arranged to Fit Your Selling Plans. SERVICE FOR PROFITS.**

Fifth Avenue Building  
 New York

**HENRY P. WALL**

Official Solicitor Poster Advertising Association

Paddock Building  
 Boston

## HOW POST-OFFICE CAN PROMOTE CLEANER CIRCULATION

SO FAR IT HAS DONE NOTHING TO  
BRING BETTER CONDITIONS ABOUT  
—IN FACT ITS RULING ON EXPIRA-  
TIONS HAS LED TO FORCING METH-  
ODS—A GET-TOGETHER PLAN TO  
INFLUENCE WASHINGTON

By H. N. Owen,

Bus. Mgr., Farm, Stock & Home, Min-  
neapolis.

[Portion of address June 10 before  
Newspaper Divisional Meeting at Bal-  
timore Convention, A. A. C. of A.]

Merit *may*, possibly *does* get quality, but quality has not up to a very recent period been a very strong talking point on which to base a selling argument for advertising space. "What's your circulation?" was the first question put to a publisher, followed by "What's your rate?" Here and there a publisher would attempt to talk quality but he was laughed out of court by advertisers and competitors by the catch phrase that when a man talks quality he lacks quantity.

This being the attitude of the advertiser, the publisher had to get quantity. He got it, never mind how or where; circulation climbed and rates also, but the majority of papers brought replies as cheaply or more cheaply than at the lower rates. Apparently everybody was happy.

However, the post-office deficit began to grow, due to the rapid increase in free rural delivery. There had to be an explanation for this increase. The rural Congressman did not dare to come out and tell the truth, so the subsidized press was pointed to as the reason for the mounting deficit.

Thereupon the post-office department began to co-operate with the publishers for cleaner circulation. A weird and wonderful ruling was promulgated in December, 1907, allowing weeklies a year to carry arrearsages, monthlies and semi-monthlies three months, dailies three months, and inspectors were sent around to a

few publications to see that this law was lived up to. Of course it was not possible with the limited inspection force to make a thorough inspection, and though the ruling has been changed, permitting all publications to carry expired subscriptions a year, it is doubtful whether this ruling is being very literally lived up to.

An inspector drops into town, goes through a paper, makes it clean up and flits to another scene of operations, while the competitors of the inspected paper go along in the same old way, doing what is forbidden the paper that has been caught. This is not a fancy picture, as every publisher in this room will admit.

There were many publications put out of business by the post-office department between 1907 and 1910, that had no legitimate circulation and no excuse for existence. This we will admit and give the department full credit for. *As far as practical results go, the post-office department has done nothing toward bringing about cleaner circulation.*

Theoretically, it has stopped the practice of continuing papers indefinitely, but has that made for cleaner circulation?

### FORCED CIRCULATIONS THE RESULT

To my mind it distinctly has not. The trend has been the other way. In making it necessary for a publication to get practically immediate renewals it has forced publishers to circulation methods that make directly away from clean circulation as I defined it. My time limit will not permit details on this point.

It has greatly increased the expense of holding and extending circulation and at the same time cut down subscription revenues. Now this is plain speaking, but the facts are not drawn alone from my own experience. I have talked this over with publishers and circulation managers and they have all agreed that this is the situation. My idea of this convention is that it is a time for plain speaking. Let us give concrete facts and not generalities. We must do so if any permanent

During the past  
twelve months the

**New York  American**

has gained more  
circulation than  
*all* the other New  
York morning news-  
papers *combined*.

**Greatest Quantity of Quality Circulation**

good is to come from these meetings.

Under the old regime, the so-called "never stop" plan, the legitimate, meritorious paper had no trouble in making collections for past due subscriptions. The paper always had a large amount outstanding on subscriptions, it is true, but large sums could always be quickly realized by billing, and subscribers were not disgusted by being continually hounded for renewals.

#### ENCOURAGEMENT FOR LONG-TIME SUBSCRIPTIONS

Under the present arrangement, if a person takes as many papers and magazines as he should, for his own good and the good of the business, it seems to him that he is continually being asked for money. The result is that he gets disgusted and begins to cut down on his periodical reading matter. This reacts on the publisher. His efforts to get new subscribers to take the place of the quitters meet with less return than they did in former years because the fight for circulation is necessarily more intense.

Furthermore, under the present system publishers are forced to encourage long-time subscriptions. There are two ways of doing this. Make special rates without premiums or give premiums. Both systems cost money and cut into the subscription income. A publisher must have a certain income and there are only two ways to get it: subscription and advertising. What does this situation sum up to?

The advertiser is expected to pay the bill. There used to be a time, not so very many years ago, either, for it was when I first entered the business, when the net subscription revenue was a very large item and carried a good share—its proportionate share—of the burden of doing business. That happy situation no longer exists.

If advertisers continue to demand large circulations, if the restriction on what constitutes legitimate subscribers are to grow tighter, advertising rates will con-

tinue to be advanced until they reach a point where they are no longer profitable to the advertiser, nor the publisher, nor business generally. It has been said that advertising is the motive power of the business world. Restrict advertising by making it unprofitable and such restriction must surely react on all lines of business.

In the following remarks I do not wish to be understood as advocating going back to the old "never stop" days of unrestricted circulation methods, when 100,000 circulations could grow up overnight, but I do think that a subscriber who takes a paper with the expectation of paying for it, should not be forced arbitrarily to pay on a certain specified date or lose the visits of his paper. A subscriber once off the list in these days of strenuous competition requires about as much work and expense to get him on again as a perfectly new subscriber.

#### WHAT THE POST-OFFICE CAN DO

All the post-office department can practically do toward bringing about cleaner circulation is to make sure a paper is going to someone who wants it and expects to pay for it.

There is one sure, certain and automatic way that the post-office department can determine this. A step has been made in that direction by returning refused papers to publishers at the third-class rate. This was done by congressional action, but is not drastic enough to produce the desired result. Let Congress pass an act directing postmasters to return refused papers to the publishers after two have been received after refusal, as is now the law, with a postage due stamp attached: 10-cent stamp for the first paper, 20-cent for the second, 30-cent for the third, adding 10 cents to each paper received. Such postage due to be charged to the second-class deposit which publishers are required to maintain, such charge to be noted on receipt given the publisher for second-class mail.

It will not be necessary to em-

ploy inspectors to see that dead wood is kept off the subscription lists after a publisher has contributed about sixty cents on one so-called subscription, toward reducing the deficit of the department. That name will come off.

A post-office inspector whom I put this scheme up to threw up his hands and said: "If that ever goes through, I go to farming." Let us see that he does. It may help reduce the cost of living. This plan cannot possibly do a legitimate, meritorious paper any harm, and puts an effective club into the hands of the public to prevent imposition by the publisher. No publisher could afford openly to fight the passage of such a law; it would be a confession of weakness that it would be fatal to admit.

#### ANOTHER SUGGESTION

There is a way by which the post-office can co-operate with advertisers for clean, honest circulation statements. There is a plan I have had in mind for many years, and about which I have written to various advertising publications—a scheme so simple and obvious that it is a wonder to me that it has not always been practiced. In its simplest form, have the post-office department announce the records of second-class mail matter as public property and open to inspection by the public at all times. That would permit any advertiser to learn the circulation of any paper, anywhere, other than dailies or magazines using express service, on a very short notice.

A variation of this plan would be to have a blackboard in every post-office where second-class mail originates, and post the number of pounds each issue, including weight of sample copies and amount of postage due on refunded papers returned. Then let the Government go a step further and direct the Interstate Commerce Commission to have the express companies give publicity in the same way as to weight of publications delivered to them.

## Old Hampshire Bond

Business men know that good paper, like proper delivery wagons, is worth all it costs. Old Hampshire Bond is certainly good paper. We do not know of better for commercial use. Specify it next time.

Write us on your present letterhead for the book of specimens, showing Old Hampshire Bond in white and fourteen colors, printed, lithographed and engraved on letterheads, checks and other business forms, or ask your printer for it.



**HAMPSHIRE  
PAPER CO.**

*The only paper makers in the  
world making bond paper  
exclusively.*

*South Hadley Falls, Mass.*



# Woman's World

---

Forms Close July 20th for  
September Issue

In this issue will appear the beginning of a new Serial,

**"The Lawbreakers"**  
by Jacques Futrelle

—the last novel written by this famous author (this we bought from his estate shortly after his death on the Titanic, and have kept it in our vaults until this time)

**"The Poor Little Rich Girl"**  
a remarkable story of this unusual play, by Burns Mantle

**"Hints on the Art of Living"**  
by Dr. Frank Crane

**"Confidential Talks with Girls"**  
by Maude Radford Warren and the usual interesting short stories by the best authors.

**Over 2,000,000**  
Circulation Guaranteed

**Woman's World Magazine Company, Inc.**

107 South Clinton St.  
Chicago, Ill.

200 Fifth Ave.,  
New York, N. Y.

326 Old South Bldg.,  
Boston, Mass.

# Announcement

## WOMAN'S WORLD MAGAZINE COMPANY, Inc., has purchased the WOMAN'S WORLD.

The WOMAN'S WORLD is the dominating influence in the small town field, not only in the best homes but with the dealers as well, and it is the purpose of the publishers that the magazine maintain this position. The circulation is guaranteed to exceed two million a month.

It is edited and published for the sixty-five million people who live in small towns and on farms. Its unequalled subscription list and the thousands of letters received from its readers prove that it accomplishes the purpose of the publishers by giving its readers an interesting, uplifting home magazine for the whole family.

The business and financial standing of the owners of the capital stock (\$1,500,000) are a sufficient guarantee of the character and financial stability of this company.

The various departments of the magazine will be under the same able management as heretofore.

## Woman's World Magazine Company, Inc.

CURTIS P. BRADY, General Manager

GEORGE E. NELSON,  
President

JOHN H. SMYTHE,  
Secretary

JOHN R. MILLER,  
Vice-President

CURTIS P. BRADY,  
Treasurer

### DIRECTORS

JOHN G. LUKE,  
Pres. West Va. Pulp & Paper Co.

ADAM K. LUKE,  
Treasurer West Va. Pulp & Paper Co.

WM. A. LUKE,  
West Virginia Pulp & Paper Co.

JOHN R. MILLER,  
West. Mgr., West Va. Pulp & Paper Co.

GEORGE E. NELSON,  
Attorney

THOMAS BALMER,  
Advertising Director

CURTIS P. BRADY,  
General Manager

HERBERT KAUFMAN,  
Editor

I. A. LESHER,  
Western Adv. Mgr.

THOMAS BALMER,  
Advertising Director

HERBERT LANE,  
Director of Circulation

A. J. WELLS,  
Eastern Adv. Mgr.

# The Boston Globe

## 3,749,647 Lines of Advertising

During the five months ending May 31 the Boston Globe printed 3,749,647 lines of advertising. This was a gain for the Globe of 140,607 lines over the same period in 1912, and was 675,909 lines more than appeared in any other Boston newspaper.

The following figures explain themselves. The total lines of advertising in the four Boston newspapers having Daily and Sunday editions for the five months ending May 31 was:

1. **THE BOSTON GLOBE** 3,749,647 Lines  
(Showing a Gain of 140,607 Lines Over 1912)
2. **The Boston Post** - - 3,073,738 Lines
3. **The Boston American** 2,520,070 Lines
4. **The Boston Herald** - 2,039,100 Lines

(The above totals include all kinds of advertising, from that of the big department stores to the smallest want advertisement.)

## WANT ADVERTISERS KNOW!

### In Boston They Use the Globe

Want advertisers know what they get in return for the money they expend in advertising. They trace results. In Boston they use the Globe. The following totals are of interest. During the five months ending May 31, the want advertisement totals were as follows:

1. **THE GLOBE** - - 218,956 Want Advt's
2. **Second Paper** - - 67,992 Want Advt's
- Globe's Lead** - - 150,964 Want Advt's

During the five months, the Globe gained 7,947 want advertisements over the same five months in 1912.

In the five months ending May 31, 1913, the Boston Globe printed a total of 300,392 lines of automobile advertising. Of this total, 170,094 lines were display and 130,298 lines were printed in the classified pages, a large amount of it being display and paid for at the regular automobile display rate.

The second paper, during the five months, printed 183,610 lines. Of this total 170,745 lines were display and 12,865 lines appeared on the classified page.

### Boston's Best Mediums—The Daily and Sunday Globe

In placing your advertising in New England, remember that

(1) The Daily Globe, a two-cent newspaper, is circulated in the homes of Boston and surrounding territory, among the people who answer advertisements and who have the money with which to respond to them.

(2) The Sunday Globe is known as one of the best advertising mediums in the world. Circulated in the homes of the substantial and well-to-do people of Boston and New England, it brings phenomenal results.

(3) To get the trade of the best clientele in New England, be sure to advertise liberally in the Boston Daily and Sunday Globe.

To all but the dailies this method would give an absolute check on circulation claims. Of course with dailies we would have to still take on faith street sales, carrier deliveries and news-stand sales in the city of publication. Perhaps some daily newspaper man can suggest a plan to meet this condition.

It is just as legitimate a function of the post-office department to prevent circulation frauds on advertisers as it is for it to protect investors from get-rich-quick promoters or any other swindlers. The expense of protecting advertisers along the lines mentioned would be infinitesimal compared to that of protecting the general public from other swindlers and grafters.

These two plans are respectfully submitted for consideration of this division and should they seem practical, a resolution passed by the convention embodying these, or something better, that discussion may bring up, might have some weight with Congress and the new administration at Washington.

#### PACIFIC COAST AD MEN MEET

The tenth convention of the Pacific Coast Advertising Men's Association, which was opened by President A. G. Longhurst, of the Sacramento Ad Club, was held in Sacramento, Cal., from May 20 to 22.

Among the speakers were Joseph Blethen, president of the P. C. A. M. A.; H. O. Loebell, of Spokane, Wash.; Egbert Norman Clark, of San Francisco; G. C. Barnhart, of Oakland; John C. Slater, of Seattle; A. C. Black, of Portland.

The time spent at the convention was not all taken up in hard work. There was a parade, an automobile ride, a call on Governor Johnson, and on the last evening of the convention a banquet to the delegates and ladies.

Vancouver is to be the next meeting place of the Pacific Coast Advertising Men's Association. Before the convention adjourned, the following officers were elected for the ensuing year: President, A. G. Clark, of Portland; first vice-president, H. L. Stillwell, of Los Angeles; second vice-president, F. H. Lloyd, of Spokane; third vice-president, George A. Cummings, of Sacramento; secretary and treasurer, Dr. L. S. Rowe, Vancouver, B. C.; executive committee, R. L. Bisbee, chairman, of Los Angeles, W. W. Cribben of Oakland, A. G. Ross of Stockton, Dawson Mayer of San Francisco, A. J. Izard of Seattle; chairman of press committee, Joseph M. Anderson of Sacramento.

#### PAINTED DISPLAYS AS A QUICK AUXILIARY

USING A COMBINATION OF PAINT AND NEWSPAPERS TO DOMINATE A CONTESTED FIELD—THE ADVANTAGES OF PAINT AS A FLEXIBLE MEDIUM UNDER PERFECT CONTROL

By Harry J. Gotthelf

Of the Charles H. Fuller Company, Chicago.

[Part of an address before the Associated Advertising Clubs of America at Baltimore, June 10.]

Eleven years ago, as the advertising manager for a large breakfast food company, I induced our company to try painted bulletins and walls to back up our introductory work in the leading cities of the Eastern and Middle Western states. I gave the Gunning System an order for painted bulletins and walls which was said to be the biggest contract for painted displays ever placed up to that time for a food product. I took personal charge of that campaign and traveled from city to city selecting practically every location for our displays. Every wall and bulletin space was chosen because of its special attention-value on trade and consumer. I watched results with the greatest care. Our advertising campaign was of the usual character: one thousand newspapers and one hundred monthly and weekly magazines were used; these were supported by some bill-posting and street car work.

We had one hundred and four competitors, all producing about the same class of breakfast food as we made. Out of this number, probably ten were doing a little advertising of some kind, and one in particular was placing as much as we were, buying equally with us in all mediums. This concern cut prices, bought up clerks in the stores and gave us a merry run in every way to secure business. The other competitors were following both of us.

In house to house sampling, we all tried to outdo each other, to the extent that six food companies sampled one city in one week—absolutely confusing the house-

wives, so they did not know one brand from another.

#### USING PAINT TO DOMINATE

It was at this point in our campaign that I determined to dominate the situation in some way—but I could not do it by the usual methods of advertising we had been using. It was then that I thought of paint. I will not attempt here to go into details of the long, hard fight I put up to win our board of directors over to painted bulletins and walls, but I won and we painted everywhere—and it afterward proved the best move in advertising we ever made.

After the painted displays had been up a sufficient time to make a good impression, I caused a canvass to be made of those cities we had painted; we found our business good, our "food" in steady demand at regular prices, our competition practically cut out.

On the other hand, in the cities where we had done no painting, we found conditions to be reversed—our competition just as active, our goods under the counters or in back rooms. The price cutters and premium givers to clerks changing places for prominence as each would make the best inducements to the clerks.

After this experience I became a firm believer in the power of painted bulletins and walls, used with good newspaper work, and commenced a systematic study of their use in any advertising campaign for general publicity.

The greatest advantage offered you from the use of painted bulletins and walls are the elimination of waste circulation; location; timeliness; great size, color and permanency at low cost.

You can pick the most desirable locations for reaching and influencing any class of buyer. You can place on any particular bulletin or wall the very style of argument most likely to appeal to the people of any chosen locality. Hence, in having display bulletins and walls located along street car lines, boulevards, in residence neighborhoods, near transfer points on streets and roads frequented by automobiles and ve-

hicles, you secure for your product the most direct attention and good will from the very people you wish to interest, without waste of circulation.

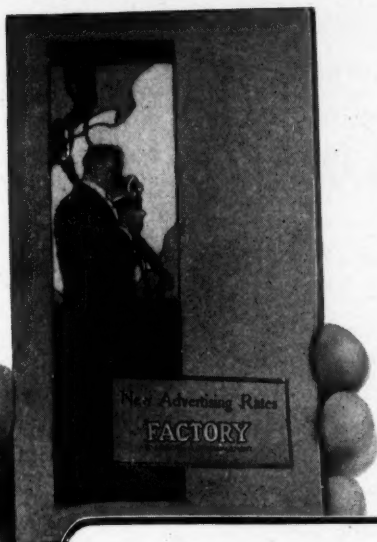
Because of this concentrated power, the painted display wall and bulletin in selected location is the most direct and least expensive of any of the recognized mediums of advertising. With their immense size, prominence of location, individual character of design and great display of colors, you secure dominance and permanency in each locality.

#### A FLEXIBLE COMBINATION

Newspapers and painted bulletins and walls used in combination may be controlled locally or extended nationally, as you choose. No matter whether your business is of a national character or is limited to certain local territory, these two great mediums, used under experienced direction, will increase your business, building up a reserve force to hold and protect it, making your product "forget-proof," and under the concentrated power of these mediums build a permanent good will with dealer and consumer. Everything about your business will have stability and your goods will be sold in such volume that it may be said the territory is "yours" in which you operate—thereby working for the greatest economy and bringing profit and permanency as a result.

It is possible in selecting locations for walls and bulletins to secure them right in view where the best dealers are located and where the majority of people in these particular localities come daily. Each one of these walls has a large advertisement averaging about 800 square feet, or about 20 x 40 feet, and each bulletin has a finely painted design averaging about 12 x 25 feet, or 300 square feet.

Long, argumentative copy in magazines or newspapers is merely an elaboration of a few big facts about the specialty you are advertising, and, after all, it is one or two ideas in connection with an article that stick in the mind of the average person.



## The Next Step

**F**ACTORY continues to grow. From the first FACTORY has been all and more than I expected.

Started full-fledged in November, 1907, FACTORY possessed a healthier subscription list and a larger clientele of advertisers than any magazine of its class ever acquired in the same time. Created from an analyzed demand from factory men—owners, managers, superintendents and engineers—FACTORY took hold.

**FACTORY is now ready for another step. Beginning with the February, 1914, issue, FACTORY will guarantee a circulation of 17,000 copies per issue, instead of 10,000, as formerly.**

This increase is in direct response to the remarkable interest that American manufacturers have demonstrated in a class magazine all their own—attractive, interesting and helpful.

On the basis of the new rates that will go into effect at the same time, it will cost less per thousand than ever before to reach the real buying power—the men at the head of production—in the growing, progressive, industrial plants of the country.

Contracts at the old rates will be accepted for insertion in all issues through January, 1914. Beginning with February, 1914, the new rates will be effective.

*A. W. Shaw*  
Publisher

Send for the  
new rate card

**FACTORY**

THE MAGAZINE OF MANAGEMENT

A. W. SHAW CO., Publishers  
Walton Ave. & Madison St., Chicago

Albany, N.Y.**Audits!**

—24,357

—26,900

—27,860

—28,600

Showing the NET PAID circulation of Albany's Big Morning newspaper—The Knickerbocker Press.

These figures are from recognized Circulation Auditor's Reports:

**A. A. A. Audit**—Last Month of Period Investigated, June 1912, Net Paid Daily Average, 24,357.

**Data Co. Audit**—Last Month of Period Investigated, August 1912, Net Paid Daily Average, 26,900.

**N. W. Ayer & Son Audit**—Last Month of Period Investigated, November 1912, Net Paid Daily Average, 27,860.

**Present Net Paid Circulation**

**28,600**

**The Knickerbocker Press**

**ALBANY, N. Y.**

**JOHN M. BRANHAM CO.**

**Representatives**

## ST. LOUIS ENTERTAINS DELEGATES

St. Louis ad men entertained hundreds of western and south-western delegates to the Baltimore Convention, last week. The Oklahoma City Ad League's booster train, with a special exhibit of Oklahoma products, stopped over June 3. The delegates were given an auto ride around the city and an al fresco dinner. Mayor Grant and H. S. Brandburn and his bride were in the Oklahoma City delegation. Mayor Kiel, of St. Louis, joined in the welcoming ceremonies.

The large Texas delegation were entertained with many autos and a big eat, June 5. The Texans arrived in their "Blue Bonnet Special," headed by Fred. E. Johnson, third vice-president, A. A. C. of A., and Richard Haughton, president Dallas Ad League.

The California party of about 60 arrived the morning of the 6th. Prominent among them were William Woodhead, editor of *Sunset Magazine*, and George A. Perry, director of publicity of the Panama-Pacific Exposition. They were looked after by the following reception committee: J. W. Booth, president of the St. Louis Ad League, W. S. Donaldson, Charles R. Ketchum, W. A. Lippman, A. Von Hoffmann, C. W. Wessell, Allen W. Clark and W. C. D'Arcy. The Business Men's League assisted in the finances of these entertainments.

The big St. Louis delegation to Baltimore left June 7 in their "Houn' Daw Special."

## JOHNSTOWN AD MEN TO FORM A CLUB

At a meeting in Johnstown, Pa., on May 26, temporary officers for an ad club were elected as follows: President and chairman, Congressman Warren Worth Bailey, editor of the *Johnstown Democrat*; secretary, W. E. Caine, of the *Johnstown Tribune*. A committee on permanent organization is composed of H. J. Hill, secretary of the Johnstown Y. M. C. A.; George K. Kline, W. P. McDonald, P. C. Walters and Thomas Cummings.

The Pittsburgh Publicity Association has extended an invitation to advertising men in Johnstown and Erie, Pa., to join the Pittsburgh delegation to the Baltimore convention.

## "MONITOR'S" BOOK OF WHO'S WHO

The *Christian Science Monitor* is distributing at the convention, copies of a 32 page booklet entitled "Who's Who at Baltimore." The book contains, alphabetically arranged, the names of members of the Pilgrim Publicity Association at Baltimore, together with biographical data concerning each member.



## HOW NEWSPAPERS CAN WORK TO IMPROVE CIRCULATION

PUBLISHER SHOULD PROVE QUANTITY OF CIRCULATION, AND DO SO WILLINGLY—HOW REPEATED AUDITING AND CLOSE INQUIRY ON PART OF ADVERTISERS WILL BRING BETTER ORDER OF THINGS ABOUT

*By Jason Rogers,*

*Publisher New York Globe.*

[Portion of address, June 10, before newspaper division, A. A. C. of A., at Baltimore.]

When a man sells a farmer a gold brick that isn't made of gold, he's a cheat and a bunco steerer and he goes to jail.

When a publisher sells an advertiser circulation that doesn't exist, he's a clever business man, merely a little conservative when it comes to divulging his business secrets. And usually he goes to church every Sunday.

Somehow, I see no moral difference between the old-fashioned crook with the gilded brick, who takes money under false pretenses, and the newspaper publisher who gets an advertising rate based upon a misrepresentation, deliberate or implied, as to the quantity of his circulation.

This matter of accurate verification of circulation should be a vital question with all of us.

The strange thing about the whole matter is that so many hard-headed business men, who exercise great caution in nearly all other business matters, will stand for the bunk of crooked publishers when it comes to buying advertising space. The only possible excuse for it that occurs to me is that they like to "shop" or "dicker" on rates, and they seem to know that the average publisher, who has no standing on the circulation question, usually has two or three prices when it comes to quoting rates.

The remedy, in my opinion, is very simple, and lies distinctly within the power of the advertiser. There is no danger of involving the stern regulations of

## Tied up— Tied down

¶ When you chain yourself to an Agency with an iron-clad contract, you not only sign away your own liberty, but you also destroy one great incentive toward first-class service. Agents are only human.

¶ The Procter & Collier Company does not ask contracts from its clients. They are free to leave when they please. Nothing but successful, satisfactory service holds them.

¶ Would you be interested in the kind of service that holds where handcuffs fail?

The  
**Procter & Collier Co.,**  
Cincinnati  
New York  
Indianapolis

anti-trust laws should the advertiser refuse to do business with any publication that will not stand for the verification of its circulation.

There is a sufficiently large percentage of safe and sound newspapers in the United States and Canada that frankly state and prove circulations for any advertiser to do business. It would seem to me far better for the advertiser to suffer a temporary inconvenience in his selection of mediums than to be goldbricked by a number of publishers who will not respond to modern conditions.

I am firmly convinced that only through the concerted action of a large body of advertisers insisting on a "right to verify" circulation claims as a condition of every contract shall we ever smoke out the crooks in the business.

#### DETAILS BEST LEFT TO ACCOUNTANTS

The details of how to make audits showing actual conditions are, I think, best left to accountants. Neither the Association of American Advertisers nor the Data Company will furnish a clean bill of health unless they have been given access to all books, records and cash for a full year of the newspaper under examination.

This is as it should be. By repeated examinations, year after year, supplemented by inquiry among local advertisers and newsdealers, advertisers should be able to secure sufficient data upon which to base their campaigns.

The idea of designating a number of sectional accountants to work in harmony with sectional committees, with examinations to be made at the expense of the newspaper being examined, is a good one, which should meet with the approval of most honest publishers, provided the fees are held down to a reasonable figure.

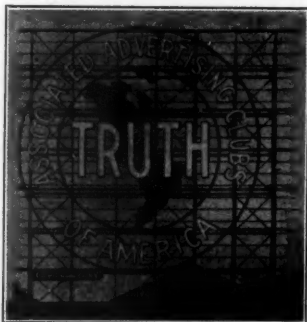
The newspaper which declines to open its books, either does so through a mistaken notion that such information is confidential and too sacred to get past the head office boy, or because its published claims will not stand up

under an audit. In the majority of cases you may bank upon the publisher being afraid of the real facts.

And in this same connection I want to say—although this is in itself a subject too long to discuss in the limited time I am allotted—the newspaper that declines to assist in freeing its columns of offensive or fraudulent advertising, on the ground that it is a common carrier, is as bad as the church deacon who leases his real estate for use for immoral purposes.

#### O. J. GUDE'S PRESENT TO THE CONVENTION

The largest sign in Baltimore is the 60x60-foot reproduction of the seal of the A. A. C. of A. at the corner of Baltimore street and Market place. It was erected on May 24, without any



preliminary announcement, and the current was turned on for the first time on May 25. The sign is a present to the ad Clubs from the O. J. Gude Company, New York, and will be operated by the company without cost until the close of the convention.

#### ART DIRECTOR OF NEWITT AGENCY

R. D. Westervelt, for the past nine years a member of the art department of the Taylor-Critchfield Agency, of Chicago, has assumed the management of the art department of the Newitt Advertising Agency, of Los Angeles.

#### HOPPER GOES TO LOS ANGELES

G. L. Hopper, for three years a member of the copy staff of the Taylor-Critchfield Agency, of Chicago, has joined the copy department of the Newitt Advertising Agency, of Los Angeles.

$$25 \times 38 - 50$$

or

$$25 \times 38 - 30$$

---

If you can use 40% less weight and still retain all the opacity and printing qualities of the heavier paper are you interested? Our opacity papers are the wonder of American Paper Making—specimens will prove it. Write our Service Department for printed samples of any kind of work on these papers and they will send them. We want your specifications and want to help you with free dummies on any kind of printing paper.

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**Birmingham & Seaman Co.**  
Tribune Building - 14th Floor - Chicago

## SOME SUGGESTED REMEDIES FOR NEWSPAPERS

CIRCULATION FACTS OUGHT TO BE PART OF THE NEWS A PAPER DISSEMINATES — DISCRIMINATING CARRIERS WANTED RATHER THAN COMMON CARRIERS — TRUTH A PRINCIPLE OF ADVERTISING

By *F. Irving Fletcher*,  
Advertising Manager Saks & Co.,  
New York

[Part of address before the Associated Advertising Clubs of America at Baltimore, June 9.]

The newspaper can help the retail advertiser by telling the truth about its circulation. At present a newspaper is known by the circulation it refuses to swear to. It exists to disseminate information about other people, yet exercises a rigorous censorship over all information pertaining to itself. This has got to change and the retail advertiser has got to be shown what he is getting for his money.

The newspaper should police its advertising columns. It edits politics, pugilism, fashion and finance. Let it edit advertising. It has no more right to admit fakirs into the society of honest advertisers than this convention has to invite pickpockets to mingle with the audience. A certain great newspaper editor justifies his acceptance of objectionable advertising on the ground that his paper is a common carrier. The Wells Fargo Express Company is also a common carrier, but you cannot use it for the distribution of garbage. What the advertiser wants is not a common carrier, but a discriminating carrier.

### NEWSPAPER CHARTER FROM THE PUBLIC

There is one thing which all newspapers seem to forget, and that is, that every advertising medium in the world, with one exception, receives its charter from the advertiser. The newspaper alone receives its charter from the people. Eliminate all advertising, and the magazine and the billboard will vanish from the earth. Take away advertising

from the newspaper, and a thousand newspapers will continue to flourish, because they are a national necessity. And I say to you that this is an incontrovertible argument why the newspaper should bar the scurrilous and the harmful from its columns, and safeguard the community which creates and supports it.

Finally, the retail advertiser should wipe out the bargain sale. There is a fatuous argument, of course, that everybody's doing it and that therefore it is a good thing. Every man at this convention might get drunk on Baltimore whisky, but nobody would have the temerity to say that drinking is a virtue because it happens to be unanimous. The fact is, if you can sell a billion dollars' worth of merchandise by the Ananias route, you can sell infinitely more by the Cherry Tree route. Truth is a principle of efficiency in advertising as well as in metaphysics, and I don't care if a man does ten millions a year on ten lies a day, he can never get a maximum of results until he tells the truth. The day of sensational advertising is passing, and the day of educational advertising is at hand. Sensational advertising is the temporary persuasion of force; educational advertising is the permanent force of persuasion.

### GETTING THE SUGGESTION RIGHT

How the smallest influences grow by summation may be illustrated by the experience of a large department store, in which the expense for delivery of the articles sold was felt as too large an item in the budget. The hundreds of saleswomen, therefore, received the order after every sale of moderate-sized articles not to ask as before, "May we send it to you?" but instead "will you take it with you?" \* \* \* It is claimed that this hardly noticeable suggestion led to a considerable saving the following year.—Prof. Hugo Münsterberg, Harvard, in "Psychology and Industrial Efficiency."

### A. T. SEARS, JR., WESTERN MANAGER

A. T. Sears, Jr., has been appointed Western manager for the *Public Ledger*, Philadelphia, with offices in the Home Insurance Building, Chicago.

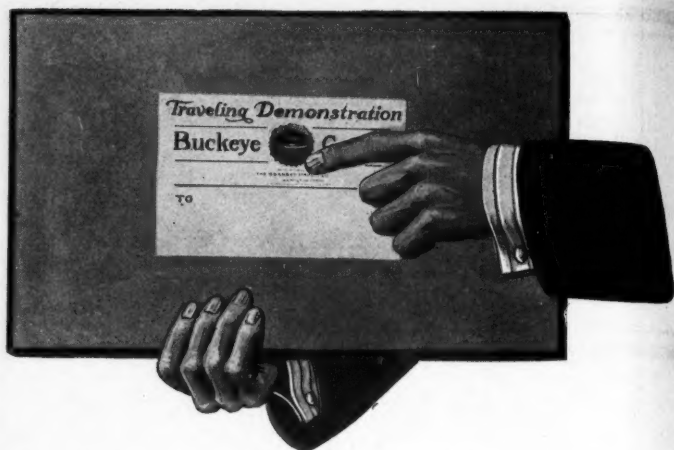
A MAN'S word of honor is to him a sacred thing, and when he makes a promise he expects to have it taken at its face value, and he prides himself on making good on his own word without being followed up and watched.

The Advertising Mirror says the ideal Advertising Agent "is scrupulously careful to deliver a full measure of the service promised."

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"The Advertising Mirror" complete, reflecting typographically the ideal Agent, Publisher, and Advertiser, may be had on request from

H. E. Lesan Advertising Agency  
440 FOURTH AVENUE NEW YORK  
OLD COLONY BUILDING CHICAGO



The "Traveling Demonstration" that we send free by prepaid express—if requested on your business letterhead—is something more than a mere collection of paper samples. It is a ready means whereby you can avail yourself of the *cover experience* of many big advertisers and printers. It shows you exactly how they have improved their printed matter without increasing its cost by using BUCKEYE COVERS, and makes it easy for you to profit by their example.

# Buckeye

The Standard Cover Papers

With this "demonstration" before you, you can judge, not only papers, but printing methods, also. Every frequently-employed process is represented. Flat printing, printing with embossing, blind embossing, rubber offset printing, intaglio printing—all are shown for easy, side-by-side comparison. You can see how each is adapted for producing certain effects, and how perfectly adapted BUCKEYE COVERS are to every process.

**The Beckett**  
**Makers of Good Paper in**  
*Dealers in all principal Cities*  
**Your Printer**

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**America's Foremost Buyers and Producers of Fine Catalogues and Booklets have helped to make this box valuable to you.**

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A careful examination of these specimens, each a *complete cover* exactly as used on an attractive Catalogue or Booklet, will make it easy for you to determine both *the right process* and *the right paper* for your next piece of Business Literature. You'll find that the men who helped us make this "Traveling Demonstration" have also helped *you* to make your Catalogues and Booklets more effective.

# Covers

**For Economically Effective Business Literature**

BUCKEYE COVERS are made in 16 colors, 4 finishes and 4 weights, all "better than any other covers at anywhere near the price," and, for most jobs, better than any other covers *regardless of price*.

Most advertisers select BUCKEYE COVERS because of their quality, and let the price come afterward, as a pleasant surprise. Write *now* for the "Traveling Demonstration," so you will have it before you when arranging the specifications for your next Catalogue.

**Paper Company**

**Hamilton, Ohio, Since 1848**

*of U. S., Canada and England*

**Knows the Nearest**

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## STAGES IN DEVELOPMENT OF THE ADVERTISING AGENCY

THE FIRST AGENT BEGAN WORK  
SIXTY YEARS AGO IN BOSTON—  
THE AMOUNT OF BUSINESS  
PLACED THEN AND NOW—VARIOUS  
LANDMARKS IN AGENCY  
HISTORY

*By Stanley Clague,*

Of the Clague Agency, Chicago.  
[Part of address delivered June 9 in  
general session at Baltimore Convention  
A. A. C. of A.]

With a name that in those days may have been rightly applied, there was born some sixty odd years ago a new profession.

It was essentially an American institution, and for many years its development was confined within the borders of the United States.

Since then it has spread to every civilized country in the world, and to-day the advertising agent is known as the doctor of business in Europe, Asia, Africa, America and Australia.

Had this new profession been conceived about five miles west of its actual birthplace—had it been born within the sacred confines of Harvard University—had the father of this wonderful young giant been the ponderous corporation of the university and its mother the tradition of learned centuries, we would have the honorary degree of M.A. as thoroughly representative of its meaning "Master of Advertising" as a Master of Arts is now known with these two letters as a tail piece to his name.

But fortunately like all great American ideas it was born among modest surroundings. In a little eight by ten room on the upper floor of a modest little building on a side street in the business section of Boston—the first advertising agent hung out his shingle.

It is too early for us now to award this pioneer—Volney B. Palmer—his rightful place in advertising history.

For the purpose of this talk I simply wish to establish the starting point in a wonderful constructive commercial development, un-

equaled in any other profession or business in the history of the world.

I think I am safe in saying that in the birth year of the advertising agency profession not over \$20,000 worth of business was placed with newspapers and magazines.

I think I am also safe in saying that during the current year considerably over \$100,000,000 have been expended by the advertising agents of America alone, and that many billions of dollars of commerce have been influenced in one direction or another by the thousands of followers of this pioneer agent who either direct or have a part in the direction of the advertising agency as we know it to-day.

It would not be possible in the ten minutes assigned to me to trace step by step the development of the advertising agent.

### A FEW SIGNIFICANT MILESTONES

Let us just point out to you a few of the milestones and the significance of the development each one marks.

I have shown you the birthplace.

At that time, its founder fully believed the name of advertising agent, which he assumed, fully covered the meaning of this service.

He was an agent—whether the agent of the publisher of the advertiser he did not know, and the profound problem has been discussed pro and con ever since, without a powerful mind ever having been discovered who would solve the riddle.

The one thing he did know was that he bought space at the lowest price from the publisher and sold it to the advertiser at the highest figure an elastic conscience would permit.

This marks milestone No. 1.

Now pass over nineteen years. Go back in imagination to the 16th of April, 1873.

On that day I was celebrating the first anniversary of my birth, and I don't think I worried very much as to whether the advertising agents represented the publisher or the advertiser.

But the advertising agents *were* worrying in the famous old Astor House in City Hall Square, New York, now being torn down while we are here assembled, nineteen followers of the pioneer agent of Boston were assembled to discuss the problems of their new profession.

There may have been more than nineteen agents born in these nineteen years, and I think there were—but only nineteen had learned to believe in the word "associated."

The only difference between their meeting and ours was that their aim was how could they further their own interests while we to-day as advertising agents are chiefly concerned with the thought of how to promote the prosperity of our clients for therein is the solution of the problem of our own advancement.

The record of the "wherefores and whereases" they have left to us, and the memory of the men who remember this meeting (and I talked with one of them only a few weeks ago), seems to show that the problem of the advertising agents, who were assembled at that gathering, were similar to what we have now—except that they differ in this most important particular, we to-day are approaching their solution from an entirely different angle.

#### A NEW REALIZATION FOR AGENTS

About sixteen years ago the advertising agent began to realize that he was not essentially the "agent" of the publisher, but that he was the "agent" of the advertiser, and therefore in effect a much better agent for the publisher.

The real agent then became less concerned in how to best buy space, but to devote more attention to the problem of how to best fill space.

And this naturally took him away back from advertising into that greater problem merchandising.

For after all advertising is only the hand maiden to merchandising. Every real constructive advertising agent has to-day this

truth nailed to the mast head of his business—Service first.

The next milestone is marked Baltimore 1913.

What will history record of it? To-morrow will tell.

We are already assured of a splendid gathering in our departmental meeting under the guidance of an able young prophet of progress from the West, W. C. D'Arcy.

William H. Johns will talk of the recent progress of agency association work, and will point the way to greater progress in the immediate future.

Dr. Atchinson, of Atlanta, who has left behind him a degree of M.D., in search of fame in the acquirement of the degree of M.A. "Master in Advertising" will point the way to the establishment of a standard of ethics in the advertising agency profession similar to the ethical standard adopted in medicine and law.

F. J. Cooper, of San Francisco, will outline the difficulty of the advertising agent pioneer in far-off restricted territories and a solution of the problem of agents so situated will be sought.

Major Critchfield with a wealth of knowledge of the history of agency service will contrast the conditions of yesterday with the requirements of to-morrow.

James Schermerhorn, the man who proves that a silver tongue orator can also be a successful publisher will tell the truth to agency men as viewed by the man in between, and Fred Ralsten will bring the meeting to the discussion point by outlining the agency from the broad institutional viewpoint.

And then will come the discussion.

It will be free for all. Every man's views will be welcomed and weighed, and at the conclusion of our meeting a committee will be authorized to come to you at the final session of this convention with recommendations that will not only be for the advancement of the interests of advertising agents, but for the broad development and prosperity of the advertising fraternity at large.



Vast Merchandising Fields are open to every industry through the columns of Chicago's great merchandising medium—the EXAMINER.

Fields for Motor Cars, for Bonds, for Food-stuffs and for any and every salable commodity—

Fields of inexhaustible richness — of exceptional responsiveness; fields of immeasurable extent.

Chicago and all its wonderful tributary territory are covered daily and Sunday by the EXAMINER.

A high class Newspaper, peculiarly combining all of the great essentials—**QUANTITY** and **RESPONSIVENESS** of **CIRCULATION** at a **RECORD LOW PRICE**—, it is, in very truth, "*Monarch of the Dailies.*"

# 240,127 Daily!

—reaching the great majority of middle-class and well-to-do homes of Chicago, with 40,000 picked circulation in adjacent cities and towns. You can't cover Chicago without it—Chicago, the great money-spending center of the great middle west. You can cover Chicago with it. Plan no Chicago campaign without including it. Test it for Results.

# 609,192 Sunday

—of which 324,000 is Chicago circulation, the balance going into 4,100 cities of Ohio, Indiana, Michigan and near-by states—a territory that is admittedly the greatest producing district of the entire country. - - The Sunday Examiner is a giant in results and, judged by every standard, is unquestionably the cheapest "buy" on the market.

## CHICAGO EXAMINER

M. D. HUNTON, Eastern Representative  
220 Fifth Avenue, New York

# Real Advertising Supremacy

## The Des Moines Capital

**Published more advertising in May, and has published more advertising this year than any other Des Moines newspaper**

The Capital publishes no Sunday newspaper, yet it has published more advertising in six issues a week so far this year than any other Des Moines newspaper with seven issues a week, and The Capital has gained in advertising over the same period a year ago, every month during the entire year except one.

It should be remembered, too, that The Capital's columns are the cleanest and freest from advertising fakes and objectionable advertising of all kinds.

The Capital's supremacy is due to its pre-eminence in circulation. For many, many years The Capital has had the largest circulation of any Iowa newspaper—circulation for last year was 44,802 copies daily.

Below we give the figures for all the Des Moines newspapers for the month of May and also the total figures for the first five months of the year.

### Advertising Figures for May, 1913

Capital.....	33,428 inches in 27 issues
Register and Leader.....	31,289 inches in 31 issues
News.....	23,758 inches in 31 issues
Tribune.....	27,761 inches in 27 issues

### Total Advertising Figures for the First Five Months 1913

Capital...	156,296 inches—Gain 7,746 inches. • (No Sunday)
Register & Leader.....	154,512 inches—Gain 2,298 inches. (With Sunday)
News...	113,024 inches—Gain 7,033 inches. (With Sunday)
Tribune...	124,137 inches—Loss 10,944 inches. (No Sunday)

Eastern Representatives, O'Mara & Ormsbee, Brunswick Building, New York City.

Western Representatives, O'Mara & Ormsbee, Tribune Building, Chicago.

**Publisher, LAFAYETTE YOUNG**

## TUESDAY — DEPARTMENTAL AND VIGILANCE DAY

PLANS MADE THIS YEAR TO COORDINATE DEPARTMENTAL MEETINGS WITH THE GENERAL SESSIONS—SUGGESTIONS MADE FOR SPECIFIC IMPROVEMENTS, KEEPING IN MIND THE GENERAL NEEDS OF ADVERTISING AS A WHOLE—VIGILANCE COMMITTEE FULL OF FIGHTING SPIRIT

Tuesday was the day of departmental sessions; at Boston and Dallas the most practical and popular feature. This year their efficiency was increased by linking them up with the symposium of views on Monday and the Wednesday conferences and Friday reports that followed. This linking up was one of the valuable ideas of the Programme Committee. On Monday representatives of each of the advertising interests briefly told what was the matter with advertising as they saw it. On Tuesday the departmental sessions considered the complaints and offered remedies so far as they could. On Wednesday the committees met in joint conference and on Friday they reported to the convention with recommendations. It was the first attempt in the nine years' existence of the association to shape up the best thought of the convention and present it as an immediate fruit.

All of the sessions were exceedingly well attended and some of the rooms, large as they were, were overcrowded.

One of the most interesting departmental meetings was that held by the outdoor advertising interests, of which A. M. Briggs was chairman. Many buyers of national advertising were in the audience, and among the speakers were Earl Carley, president of the Clysmic Springs Company; Lee Olwell, advertising manager of the National Cash Register Company; E. St. Elmo Lewis, advertising manager, Burroughs Adding Machine Company; Walter B. Cherry, advertising manager of Merrell-Soule Company, Syracuse.

At this meeting William Woodhead suggested the advertising building for the Pan-American Exposition, and Barney Link, of New York, representing the Poster Advertising Association, offered to contribute \$20,000 toward the necessary funds.

O. J. Gude spoke on the great improvement in painted display and poster advertising during the last few years, and laid special emphasis on the number of prominent artists that were now turning their attention toward this phase of the advertising business.

Other speakers were J. Charles Green, of San Francisco, who presented a plan for advertising the exposition in the United States and Europe; E. L. Ruddy, of Toronto; R. L. Whitton, of the Thomas Cusack Company, and J. M. Hopkins, of PRINTERS' INK, who spoke on the promotion work that the outdoor interests may do.

### DISCUSSION OF MONDAY'S SYMPOSIUM

The session of the department of General Advertisers produced an animated discussion of several questions that had been touched upon in the ten-minute addresses of the day before. W. H. Ingersoll, of Robert H. Ingersoll & Bro., presided and the discussion was participated in by O. C. Harn, of the National Lead Company, New York; R. B. Simpson, of the International Shoe Company, of St. Louis; Mr. Dunphy, of the Shirley Manufacturing Company, Shirley, Mass., "President Suspenders"; W. G. Snow, of the International Silver Company, Meriden, Conn.; F. H. Cole, of Peter Henderson & Co., New York, seeds; F. P. Seymour, of the L. E. Waterman Company; W. A. Martin, Jr., Chalmers Knitting Company, Amsterdam, N. Y., "Porosknit"; R. B. Spencer, of Geuder, Paeschke & Frey, Milwaukee, "Cream City Ware," and others.

A resolution was passed stating in effect that it was the sense of the department session that the association, looking for the ultimate abolishment of the commission to agencies from publishers,

recommend as a first step toward that desideratum the abolishment of the contract system, thus permitting the publisher to pay the agency for whatever service the agency performs; and the advertiser to pay the agency for whatever service is rendered to him.

When the circulation question came up, Mr. Harn explained the new joint plan for a circulation audit which is being projected by certain of the publishers, advertisers and agents, as already described in *PRINTERS' INK*. A motion to endorse this movement was unanimously carried.

The proposal of the religious press to organize a bureau to strengthen themselves, standardize their circulation statements and educate the national advertisers was viewed with favor.

E. St. Elmo Lewis detailed the movement to counteract the economic tendency which is killing off the small-town retailer by educating him in business management, the movement having been started by the National Federation of Retailers, largely as a result of an address made to them a year or two ago by W. H. Ingersoll, and being regarded sympathetically by the A. N. A. M., American Bankers' Association, the National Credit Men's Association and other bodies.

The matter was left in the hands of the Conference Committee to prepare a favorable report upon.

In the department of the Religious Press, Henry King Hannah, the New York advertising agent, insisted that advertising had been overdone. The meeting is reported elsewhere in this issue.

#### CIRCULATION QUESTIONS DISCUSSED

The Newspaper division developed a great deal of technical matter which was interesting without being particularly sensational. The discussion ranged around the advertisers' demand for circulation figures and analyses of them, the newspapers' inclination to shout on circulation to the exclusion of other features of equal importance, and other considerations, together with the means and

methods to be employed for their correction or standardization. A report is given in another column.

In the Trade Press department, O. H. Blackman, of the Blackman-Ross Company, New York, suggested that if the trade press should provide information to the agencies through the establishment of a bureau of trade investigations and trade data, with classified card index of important articles and the best thought of trade conventions, a very great deal might be done even now to bring trade-paper publishers and agents together so as to work in harmony even if the commission question were left unsettled.

Addresses were made by W. C. Taylor, editor *Boot and Shoe Recorder*, Boston; S. H. Dutchett, editor *Dry Goods Economist*, New York; R. G. Chaney, Titche-Goettinger Company, Dallas, Tex.; Alvin Hunsicker, Standard Oilcloth Company, New York; Flint Garrison, St. Louis; Harland J. Wright, William Whitman & Co., New York; William H. Ukers, *Tea and Coffee Trade Journal*, New York, and Max Moltz, Economy Service Corporation, New York.

#### "BARGAIN ADVERTISING" STIRS RETAILERS

The divisional meeting for retail advertisers was a lively one. "Truth in Circulation" was the subject of the first paper by C. W. McDiarmid, president of the Toronto Ad Club. The plain system of advertising ethics developed by Mr. McDiarmid sounded the note to which the whole meeting was keyed. As the session progressed the excitement grew, until by one o'clock, when the meeting was adjourned, it required all the skill of Manley M. Gillam, who presided, to keep the floor for only one speaker at a time.

The "Policing of the Advertising Columns," by Walter S. Hamburgh, advertising manager of Hochschild, Kohn & Co., of Baltimore, advocated cleaning up advertising columns of daily papers in order to restore them to their



real place as the most important feature of retail advertising.

The real excitement of the meeting began when R. H. Durbin, advertising manager of Strawbridge & Clothier, of Philadelphia, introduced the question of what place the bargain ought to have in retail advertising. A hot discussion ensued.

Two or three points came out quite clearly. In the first place, it was agreed that the "bargain-value" element ought to be given the least possible emphasis in retail advertising of the better type, and that a really ideal condition would be reached when retail advertisers could put out most of their efforts in the building of atmosphere and in educating customers to appreciate the services of the retailer. Some retailers were mentioned who had reached the happy state in which they sold nearly all their stock at the prices at which they were made to sell, and who only used bargains to clean up stocks once a season.

Another thread of lively discussion ran through the meeting following the paper on "Flat Rates" for newspapers, by William C. Freeman, of the New York *Tribune*. Mr. Freeman's ideas of the value of a flat rate are well known, and it was interesting to see how enthusiastically they were received, even by some of the beneficiaries of the cut-rate system who were present.

#### RETAIL VIEWS OF NATIONAL CAMPAIGNS

The value of the retailer's window to the retailer and to the national advertiser who sells through the retailer was discussed in a paper prepared by Martin Hoffstadt, president of the National Association of Window Trimmers of America, and read by Irving R. Brauner, of the *Dry-goodsman*, St. Louis. Mr. Brauner supplemented the paper by some comments in which he discussed the value of the store window as a medium for making a "looker" out of a "passer-by."

Paul Davis, a drygoods merchant of Waterloo, Iowa, read a

clear-headed and sane paper on the retailer as a handler of nationally advertised goods.

"Whether or not it pays the retailer to handle nationally advertised goods," he said, "depends on the national advertiser. It costs a retailer from 17 to 24 per cent on his gross sales to do business, and if a nationally advertised product can be sold to the retailer at a price which will give him a living profit over that, and if, in addition, the goods have quality, and their maker is ready to help by real service in their sale, there will be no trouble about getting the retailer to handle them. But the myth that retailers can, for very long, be forced, by national advertising, to sell goods which do not meet these conditions is exploded."

The informal discussion of the papers waxed so warm that it was found necessary to hold an adjourned session of the meeting after the general session of Tuesday afternoon.

The biggest thing to come out of the magazine conference was a discussion on the practicability of appointing a national board of advertising investigators, whose judgment would be final, similar, in a way, to that of the U. S. Supreme Court.

A number of publishers and periodical men took the floor and stated emphatically that it was practicable that the personnel of the board should be made up of trained university men, and that the thin- should be done at once.

At the meeting of agricultural publications Charles F. Jenkins, of the *Farm Journal*, Philadelphia, spoke on "Guaranteeing the Reliability of Advertisers." His talk is reported in another column.

James M. Dunlap, of the Dunlap-Ward Agency, Chicago, took the place of George C. Hubbs, and spoke on "Honesty in Advertising."

F. M. Walsh, of *Farm & Fireside* magazine, took F. M. Ball's place in discussing "Honestly Built Circulation." F. H. Little, of the George Batten Company,

spoke on "Cut Rates and Rebates." E. W. Chandler, of the advertising department of the *Farmers' Review*, Chicago, substituted for Frank E. Long in presenting "The Agent's Commission."

The division of Technical Publications was addressed by E. J. Mehren, managing editor of *The Engineering Record*, who talked on technical-paper advertising from the view-point of the editor. Mr. Mehren argued for a better discrimination by advertisers between trade papers appealing to merchants and technical papers which really go to consumers, though a specific class of consumers.

L. F. Hamilton, of the National Tube Company, Pittsburgh, Pa., followed with a plea for more attractive dress for technical publications and for greater life and interest in the reading pages. He commented on the various types of solicitors—the bulldozing kind, the man who makes definite promises of wonderful results, and the special issue man who comes around with the familiar story of not believing in special issues "as a general thing, but in this particular case, etc." H. K. Fisher, of the Hill Publishing Company, who talked on circulation of technical papers from the view-point of the publisher, and F. R. Davis, of the General Electric Company, and president of the Technical Publicity Association, discussed technical paper circulation from the view-point of the advertiser. Mr. Davis' remarks are printed in part in this issue.

R. R. Shuman, of the Shuman-Booth Company, of Chicago, addressed the section on the relation of the advertising agent to technical publications, and was followed by E. R. Shaw, of the *Practical Engineer*, Chicago, who spoke from the publisher's point of view. A very pointed and spirited discussion followed on the question of whether the technical publishers should foster the service-bureau idea or encourage the technical agency.

The departmental session of advertising agents held a large and

enthusiastic meeting. The chief interest centered in the organization of a local association of agents. Reports were had from the three associations already formed, and addresses were made by William H. Johns, of the George Batten Company, New York; Dr. Atchison, of Atlanta, Ga.; F. J. Cooper, of San Francisco; Elmer E. Critchfield, of Chicago, and Fred H. Ralsten, of the Butterick Publishing Company, New York.

The movement towards a federation of agents' associations received an impetus, as the matter was placed in the hands of W. C. D'Arcy, William H. Johns and Stanley Clague, the present Conference Committee. There is a fair certainty that the federation will be a matter of record before the close of the year. It is planned to have a committee from each agents' association meet with committees from publishers' and other advertising associations to work out a scheme of relationship among the several interests.

In the department of directories, addresses were made by Frederick J. Hillman, president, New England Audit Company, Springfield, Mass.; Ralph L. Polk, Jr., secretary and treasurer, R. L. Polk & Co., Detroit; James L. Hill, president, the Association of American Directory Publishers, and of the Hill Directory Company, Richmond, Va.; Reuben H. Donnelly, president, the Chicago Directory Company; Hubert J. Farnham, Newark Directory Company, Newark, N. J.; Grosvenor D. W. Marcy, secretary, Sampson & Murdock Company, Boston, and George W. Perin, the Springfield Directory Company, Springfield, Mass.

Edward A. Kendrick, of the American Bank Note Company, opened the division of Printing and Engraving with a paper on "How the Advertising Agent Should Utilize the Printer's Service." He made out a rather strong case against the type of agent—numerous, he declared—who failed signally in his dealings with printers to practice the principles of

thoroughness and appreciation that he preached in his own dealings with advertisers.

Carl B. Swain, of the Woodward & Tiernan Printing Company, St. Louis, while not taking quite so decided a view as Mr. Kendrick, said that both agencies and advertisers were too much inclined to put the printer down as merely a stupid fellow who followed copy even when it flew out the window, while the printers erred too often, on the other hand, in regarding the "layman" as a 2x4 high-brow who had just finished a course with a correspondence school.

Mr. Gatchell, of Gatchell & Manning, Philadelphia, spoke for a few minutes on "Lost Motion Between the Engraver and Advertiser."

#### THE RELIGIOUS PRESS DIVISION

Tuesday morning's session of the religious press furnished a surprise in the somewhat startling speech of Henry King Hannah, the New York advertising agent.

"Unless," said Mr. Hannah, "advertising men 'calm down' there is going to be 'something to pay.' Advertising has been overdone. Because of the fact that the great force of public opinion is arrayed against Big Business, the sentiment of the people is fast crystallizing against that tool of Big Business—big advertising.

"Advertising is for business and not business for advertising. That fact must be clearly understood in all its important bearings. We advertising men are overdoing the thing—we are becoming over-professional. Too many advertising men think they can go to a man of long experience in business and tell him how to run his affairs. A good advertising man can show a good business man some useful things, but the best advertising man is spending 49 minutes in every hour listening to the business man and the other 11 minutes in making constructive suggestions.

"The howling dervish must be banished from the reforming ranks of the advertising profession. Something will be to pay if he isn't. Advertising has been overdone, and, what's more, the people are getting suspicious. With public sentiment arrayed against Big Business, it is beginning to have a growing feeling against advertising, which Big Business has so skilfully used.

"The people are asking where all this vast amount of money is coming from to pay these staggering advertising bills. The common consumer is beginning to foster an ugly suspicion that it is coming out of him. He isn't satisfied with the easy explanation of the manufacturer, and of his agent, that advertising, by increasing the output, lowers cost on high-standard goods.

"Thus it has come about that the small manufacturer cannot firmly establish himself in the market. He can't afford the price that he must pay for a commanding position in that market. The advertising batteries of Big Business sweep the field and the small manufacturer must struggle against a handicap.

"What is the way out? It seems assured that publishers will be less and less able to secure mammoth advertising campaigns. Appropriations are almost sure to become less. And right here lies the opportunity of the religious press, with its limited but select and highly effective circulation. The great hope of the religious press, indeed, rests on the fact that the circulation of its papers is small. The coming small appropriation will fit logically into this small circulation."

The other speakers before the session of the religious press were William Shaw, general secretary of the United Society of Christian Endeavor, Boston, and William T. Ellis, a well-known contributor to church papers.

Mr. Shaw believed that a new day was coming for the religious press, a day when the fact that the religious paper is small will no longer avail to keep out advertising. An institution that

develops men is worth while, he contended, and advertisers are not engaged in charitable work when they place the advertising of their goods before the younger members of the family in their formative years. He introduced a resolution protesting against what was alleged to be discrimination on the part of advertising agents against church papers. He said he was ready to fight for this resolution on the floor of the convention.

Mr. Ellis said that the religious press "was a world outside the world advertising men know." The editors of religious papers deliver the last word, upon many subjects, to their readers. Judged by the rather narrow standard of the journalism of action, the religious press cannot show great achievements. But its essential appeal is not one of action, but that of spiritual and moral betterment. The real work of the church press is shaping the ideals of life.

#### WITH THE NEWSPAPER MEN

At the departmental meeting devoted to newspapers, under the chairmanship of A. G. Newmyer, business manager New Orleans *Item*, Arthur Pleasants, advertising manager of Eisenberg's Department Store, of Baltimore, spoke on how newspapers can help the local advertiser. He said even the advanced newspapers that have established promotion departments should improve this service by employing broad-gauged men, who can study the merchant's problems. Then it will not be necessary to employ so many solicitors who only study the merchant. He suggested that before a solicitor goes out to seek business he should thoroughly study the local merchandising conditions and the different needs of the different advertisers.

The next speech, "The Help Newspapers Can Give Advertising Agents," by Joseph A. Hanff, of the Allen Advertising Agency, was read in the latter's absence by Mr. McDonald. The speaker

mentioned the reluctance of many newspapers in furnishing information on local trade conditions; saying that in a recent instance less than 40 per cent of the papers asked had replied. He emphasized that this help is expected of the newspapers, not in a Samaritan spirit, but to turn more business over to them. He said that what a newspaper has for sale is neither white space nor circulation, but "a city of a certain size, with a certain number of dealers in each line," offering outlets for the manufacturer. He said more advertising wrecks have floundered on the rocks of improper distribution than anywhere else, and that the newspapers are in the best position to remedy this condition. He suggested that the local papers combine to analyze local situations; also that the local papers promote window displays of advertised articles and other dealer co-operation.

John Budd, of the John Budd Company, New York, spoke on the help the newspaper can give its foreign representative. His address is reported elsewhere in **PRINTERS' INK**.

C. C. Green, of the Philadelphia *North American*, spoke of the promotion work of newspapers for national advertisers. Mr. Green's address will appear next week.

Jos. M. Hopkins, of **PRINTERS' INK**, spoke on "Who Shall Pay the Agent's Commission?" This address is printed on another page.

Louis Wiley, manager of the New York *Times*, took issue with the opinion publicly announced in the first general session by Mr. Keeley, of the Chicago *Tribune* (reported in this issue), that the majority of newspaper publishers are "circulation liars." Mr. Wiley said that there are more false advertising statements than false circulation statements; that the time is past when honesty is still a subject for debate; that most publishers of newspapers do not get enough for their space; that this space costs but slightly more than it did years ago, although circulations have since doubled

and trebled. He said this refers particularly to the large metropolitan papers.

Jason Rogers, publisher of the *New York Globe*, advised advertisers not to patronize any paper that does not submit verified circulation statements. He deplored the fact that out of 57 daily papers published in New York (24 in English, the rest in foreign languages), only three, the *New York Globe*, the *Morning World* and the *Evening World*, give definite, tangible and real circulation information. Mr. Rogers also brought up the important point of the period which a circulation statement should cover; saying that a six months' average in a metropolitan center is not adequate for the purpose, particularly when it includes only the baseball season. He urged that definite plans for audits should be inaugurated.

James Schermerhorn, of the *Detroit Times*, emphasized the difference between quality and quantity circulation, decrying the fetish of "big figures." He said circulation statements are always moving in only one direction. He suggested that as a standard of advertising values one home paper should be considered the equivalent of 1,000 read only in the streets; one copy delivered to the reader, equal to six copies delivered to the wholesaler; one clean sheet equal to 75 unscrupulous ones; one independent paper equal to 50 boss-ridden ones; one paper bought on merit equal to 25 bought for their chromos.

Fleming Newbold, of the *Washington Star*, suggested investigations of the newspaper's readers by mail or personal solicitation. He offered as a practical suggestion that newspapers issue a standard form of information blanks in co-operation with local advertising clubs, showing how thoroughly each particular city is covered, and that such statements be sent to manufacturers through the local Merchants' Association.

The programmed speeches were followed by two brief addresses not scheduled. Jos. A. Richards, of Jos. A. Richards & Staff, ad-

vertising agents of New York, spoke of President Wilson's recent censure of the advertising of the Hawaiian sugar interests and objected to having it characterized as lobbying, tending to mislead public men and public opinion. Mr. Richards read an open letter on this subject which he had sent to President Wilson. Herbert Casson was commissioned by Mr. Hammerling to speak on "Foreign Language Newspapers," saying that we have in America six million people who can be reached only through them.

He was followed by Mr. Burton, the British delegate and a brother-in-law of Lord Northcliff, who threw interesting sidelights on the circulation question as handled in England.

A lively discussion followed. Mr. Lippmann, of New York, suggested that the papers themselves employ the admittedly great "power of the press" to bring about the desired reforms and a better understanding on the part of advertisers of newspaper values. Harvey R. Young, of the *Columbus Dispatch*, and several others objected to the present method of the A. A. A. in making circulation audits. This provoked another lively discussion during which the A. A. A. came in for criticism. Mr. Keeley, of the *Chicago Tribune*, in answer to a question asked on "Whom can we get to furnish reliable circulation audits?" read a letter from Mr. Lawson, of the *Chicago Daily News*, saying that if the present methods of the A. A. A. were continued there would soon be no paper in Chicago that would feel justified in co-operating with this association.

Wm. H. Johnson, of the Hearst organization, finally offered a resolution that local boards of newspaper publishers be organized with power to appoint an accountant from each paper interested, and to also choose an outside expert accountant; the whole board to make an inquiry into the circulation of each newspaper, this examination to be internal as well as external. On motion of

John Budd, of New York, the resolution was referred to a committee.

### REPORT OF THE EDUCATIONAL COMMITTEE

Forty thousand dollars net income for the Associated Advertising Clubs of America and the employment of two executive secretaries to tour the country and shape and energize the advertising club movement was the prospect held out for the very near future by Herbert S. Houston, chairman of the Educational Committee, at the open meeting in the Armory on Tuesday afternoon. The announcement was received with enthusiastic applause.

The \$40,000 income is to come from these sources: \$10,000 from the publication of business books, like Cherington's "Advertising as a Business Force," which has already paid for its publication and is a property worth several thousand dollars; \$10,000 from *Associated Advertising*, organ of the clubs; \$10,000 from dues; and \$10,000 from registration fees. The dues and fees are already providing the sums named, and the other factors will soon do so, Mr. Houston said.

Mr. Houston's report was largely duplicated by the reports of the subcommittees. He said that the committee had had a gross income of \$8,000 and had met all expenses and saved a balance of several hundred dollars.

#### COURSES TO BE SIMPLIFIED

Lewellyn E. Pratt, of the Pas-saic Metal Ware Company, chairman of the subcommittee on Lantern Slide Lectures, said that 71 clubs had subscribed for the lectures—clubs as far south as Buenos Ayres and as distant as Honolulu. They had been put out at \$5 apiece. The subcommittee had raised \$3,000 during the year and paid all bills.

For the next year they would make the course simpler so as to cover the very elements of advertising, such as printing, engraving, copy, commercial art, literature, etc. The lectures would be

prepared by one man, C. B. Nash, and co-ordinated.

Mac Martin, of Minneapolis, reporting for the subcommittee on Club Libraries, told how 30 clubs have already started circulating libraries, raising money in different ways to get them started.

But many small clubs reported that they could not have libraries because they had no clubroom. To meet this objection Mr. Martin told how the "library could be taken to the club," instead, at luncheons, by those interested, and by exchange.

And, more important, and entirely feasible, the public library might be induced to open a downtown business branch and deliver books by messenger service to members asking for given books.

But, said Mac Martin, there was a lot of information and suggestion in business books and magazines that should be available to business men without its being necessary for them to read or explore. An index was needed. He suggested the hiring of a permanent librarian and the organization of a service and catalogue and card index or loose-leaf index of everything of value that has ever been put into book form. Advertising trade papers are trying to do this now.

"Why can't we record what has gone before and do our thinking from them?" he asked.

Answering the question himself, he said that his committee had outlined a plan for doing this and had already received pledges of \$1,800 towards the \$7,500 necessary. The plan was to secure pledges of \$75 from 100 men, or, if possible, \$25 from 300.

Paul T. Cherington, of the Graduate School of Business Administration, Harvard University, reporting for the subcommittee on Individual Instructors, described the three sorts of courses—that for the man who makes a living by advertising, that for the man to whom advertising work is incidental, and a short-range course for others.

The number of clubs using the courses had been small, but they



had reported that it had worked, and that was encouraging. In closing, he recommended to the next subcommittee to get to work early, to issue the printed outline early and to supervise so far as possible the instruction given by the local clubs.

#### GOOD METHODS OF INVESTIGATION

E. St. Elmo Lewis reported that the work of the subcommittee on Research had been chiefly to prepare a plan of research. And this plan was to have a committee in every club to investigate the local conditions by which the ultimate consumers are influenced.

There were five ways of investigation, he said:

1. Investigation of the local retailers' and wholesalers' attitude toward advertised goods.
2. Investigation of the efficiency of local retail merchandising and advertising conditions.
3. Investigation of advertising copy.
4. Investigation of circulation of local paper, its influence and standing.
5. Investigation of billboards and the collateral branches of advertising, as street cars, distributing, etc.

He trusted that next year the association would take up this important matter in earnest, that 10,000 members of the advertising clubs would investigate the subjects mentioned and make reports to the association which would be worth thousands of dollars to it.

For the subcommittee on Small-Town Clubs, O. R. McDonald, of Des Moines, said that inasmuch as the dealers in the small towns sold 70 per cent of all advertised goods, effort should be made to establish and foster advertising clubs in them, and he told of the success that had followed work in one such town, Nevada, Ohio. For the subcommittee on Schools and Colleges, H. S. Tipper, of the Texas Company, New York, announced that as a direct result of the suggestion of the New York Advertising Men's League, New York University was offering a three years' course in advertising. It was, said Mr. Tipper, the first case in which a college has taken the suggestion of practical business men in this way.

#### VIGILANCE COMMITTEE FULL OF FIGHTING SPIRIT

Every speaker at the meeting of the vigilance committee was heartily applauded as he reviewed the effective work of the past year or described lines of action which would be followed from now on.

The committee evinced a justifiable air of gratification, too, that they were able to report a record of numerous fakers exposed or convicted, ranging from New York to Seattle and San Francisco. The audience of delegates showed its enthusiastic approval of the uncompromising fight of the committee against crookedness, and a hum of admiring comment accompanied the statement of each speaker that the battle would be pursued with even sterner courage the coming year.

The audience realized, as the roll of things done was called, that vigilance work is no comfortable berth for a mollycoddle. The chairman of the National Vigilance Committee, as well as the chairmen of some of the local vigilance committees have, it was disclosed, been besieged, not only with entreaty, but also with threats from those against whom action was contemplated.

As one delegate from Texas remarked: "Those fellows are the teeth of the convention. They can be pleasant, but they have a bite."

PRINTERS' INK during the past year has published at the time the news of various convictions or conversions to better ways of fraudulent advertisers. Harry D. Robbins, chairman of the National Vigilance Committee, going over the work that has been done since Dallas, gave a comprehensive chronicle of all that has been done. His report will be found elsewhere in this issue.

Jesse H. Neal, of the Fowler-Simpson Company, Cleveland, O., talked of "Advertising of Yesterday, To-day and To-morrow." He gave a picture of the chaotic conditions of the past, and of the forces that were urging advertising into newer and better channels. To-day, because advertising



men have taken their destiny into their own hands, they are able to hold their heads high, proud of their calling.

After all, the "penalty" of reformation is not severe, Mr. Neal showed. One paper in a city of 600,000 with five able competitors threw all objectionable advertising out of its columns. What happened? *In 1912 this paper broke all records in circulation gains and—what surprised competing journals—led all the rest by a tidy margin in local and foreign display advertising, as well as in real estate and automobile display.* As for to-morrow, Mr. Neal said, one had only to look around the audience and he cannot doubt that the influence operating there will go strong and far.

#### INDIFFERENCE TO BE COMBATED

G. F. Vradenburg, of Seattle, said that, while much good has been done, the relentless work must be kept up with unabated vigor. The progressives are converted and working hard. But the indifferent are numerous; it is necessary now to bring the great mass of the naturally conservative into line. These have been waiting and watching, trying to ascertain whether this new clean-up movement is a spurt or a continuous effort. He insisted, as did the other speakers, that the convention must in some way provide funds, if the work is to be prosecuted strongly the coming year.

A. M. Candee, advertising manager of the National Enameling and Stamping Company, Milwaukee, told the story of how the Minneapolis Vigilance Committee the past winter has spread terror through the ranks of the crooked advertisers. "If you go into a Minneapolis store to-day," he said, "the clerk will tell the truth. He will tell you as he has told many others, 'These goods are last year's style; you know there is a law in this state that requires us to tell the truth.'" This effective law is the PRINTERS' INK statute.

A resolution was passed to the effect that every member use his influence to reward a publication

that has cleaned up, by giving it the preference wherever possible, and to reward advertising agents who refuse to write or place fake advertising by giving them the preference wherever possible.

A letter from Hon. William C. Redfield, Secretary of Commerce, at Washington, sent to the editor of PRINTERS' INK as a message to the Baltimore convention, stirred the delegates to enthusiasm.

#### SECRETARY REDFIELD'S MESSAGE TO CONVENTION

Requested by the editor of PRINTERS' INK to extend a message, through PRINTERS' INK to the advertising men assembled at Baltimore, William C. Redfield, secretary of the United States Department of Commerce, courteously complied. The message he wrote is as follows:

DEPARTMENT OF COMMERCE  
OFFICE OF THE SECRETARY  
WASHINGTON, May 28, 1913.

#### Editor of PRINTERS' INK:

I venture to think that they do not read the signs of the times aright who fail to see that there is an aroused public conscience which demands a lot of things which are novel from those who attempt to serve the public. In saying this I do not merely mean those who hold public office, but also those who serve the public from a private position.

For example, the public conscience as reflected through the press seems to me clearly to call for high business standards, or perhaps I would better say seems to me to demand that the business world shall deal with the public with a real sense of being servants of that public. Sometimes it seems as if the public were saying to the corporations, "You are our creation; you exist by virtue of the law we make, and you exist primarily to serve us and only secondarily to enrich yourselves. We are glad to have you prosper if so be your prosperity grows out of service."

Whether this is extreme or moderate I do not now say. It does seem to me that this is an

ideal clearly emerging in the public thought.

To a greater or lesser extent it seems to me that this is true of all business. It certainly seems true of lawmakers and of public officers. The demand is for service, and appreciation and reward seem to be based on it. This condition, if it be rightly judged, has its reflection in higher ideals on the part of public men. I have the pleasure of knowing many who are active in municipal, state and national affairs and have known many during the past years. Unless I judge them wrongly as a whole, they seem to me inspired as never before with the desire to do service, to justify the dignities given them by rendering honorable labor for the public weal in return.

So, also to bring the matter more in your own line of work, it seems to me that the public thought requires more to-day of the advertiser than ever. Not only must his work be clear and vivid, presenting, whether by word or illustration, a real picture to the mind of the reader, but is it not true that there is a demand for truth and honor in advertising, such as the members of the craft recognize as a novel and powerful force in their work? Let it be known, for example, that a great house will not shade the truth in an advertisement. Is it not a mighty force in its favor? Let it be known of a great periodical that its columns are clear of all save decent and truthful advertising, and has it not exceptional weight in the minds of men?

I venture to think, therefore, that the great trade in which you hold so prominent a part is on the crest of a rising tide of the mightiest force we know—the force of public opinion, and a public opinion which is not hasty or rash in its conclusions along moral lines but quite enlightened, thanks to an able press, and equally determined that what it knows to be right shall be wrought into fact.

(Signed) WILLIAM C. REDFIELD.  
Secretary.

## IN THE MAGAZINE DIVISION

When the chairman of the magazine division called the meeting adjourned—an hour after scheduled time—a British delegate rushed up to the stand, and made an excited plea for another session.

"You know, Mr. Jones," he cried, "this is wonderful. I've gotten a fortune in ideas from these men here this morning. I've come all the way from London for this very thing, and I'd like to hear some more of it." Chairman Cholmeley-Jones immediately acted on the suggestion, held up the departing delegates, and secured a unanimous vote for another meeting to be held at an hour as yet undecided.

Probably the most striking feature of the session was a strenuous defense of the standing of mail-order advertising made by George E. French, who told in unmistakable terms of his disappointment in not finding this branch of advertising on the convention's programme. He also took occasion to jump all over the value of statistics in determining the standing of periodicals. Mr. French's comment came after the address of W. C. McMillan, of the Butterick Publishing Company, on "The Work of the Advertising Agent and the Relation He Holds toward the Publisher and Advertiser."

"I have a stack of statistics two inches high on my desk at this moment," said Mr. French. "Each group of them tells me why this or that publication will sell the most of my commodity. Each one proves its case—indisputably, and yet, do you suppose if I disregard the most promising bunch of figures in that collection and refuse to advertise in a magazine which my experience tells me will *not* pay, do you suppose I am guilty of a moral wrong?"

The address of A. C. G. Hammesfahr, delivered in the general session of the convention Monday afternoon, was repeated at the beginning of the magazine men's

morning. Its various phases were then analyzed and discussed by the speakers on the programme.

J. A. Ford, of the Crowell Publishing Company, came first with his paper on "The Importance of Honesty in Magazine Advertising." "The only question to be settled," said Mr. Ford, "is, does it benefit the public?" After elaborating this thought, dwelling particularly on the fact that the publisher cannot determine if advertising is honest under present conditions, Mr. Ford concluded with a suggestion that a national investigating board, as final in judgment as the United States Supreme Court, should be appointed, and that to this board all doubtful advertising should be referred.

A number of representatives commented on this evidently very pertinent suggestion. Prof. Hotchkiss, of New York University, was called on for his opinion, and made the statement that he could see no reason why such a board of investigation should not exist. Trained and disinterested investigators of university training, thought Prof. Hotchkiss, would make a proper personnel for such a body of judges.

Clowry. Chapman, lawyer and writer on commercial subjects, endorsed this so-called laboratory test movement and gave specific, recent instances in which he had inside knowledge that the services of such a body of men would have proved almost invaluable.

F. L. Colver, of the Lippincott Publishing Company, laughingly told of the problem that occurs almost daily in the offices of large publications when questionable advertising copy appears. That the publisher is always anxious to keep out the objectionable matter, Mr. Colver felt assured. The difficulty came, he explained, in deciding where to draw the line—which was good, which was bad. He said that the present procedure is so haphazard that it is usually a case of calling up a publisher-friend to whom the same copy has been submitted and

finding out what he means to do. "After getting in touch with half a dozen publishers on this point, we usually find that we have eight or nine different opinions," he said.

"The Advertiser's Responsibility" was the subject assigned to H. R. Reed, of the *Christian Herald*.

W. C. McMillan's chief message was an urgent plea for more efficiency in investigations of proffered advertising. "There are too many investigators that don't investigate," he stated.

Messrs. Ford, Hammesfahr, Spaulding and French discussed Mr. McMillan's paper at considerable length. Mr. Hammesfahr added a suggestion to the effect that "the reasons back of fluctuations in amounts of advertising carried in our different publications should be explained when those figures appear in publications like PRINTERS' INK."

#### REBATE MOVEMENT DWELT UPON

W. W. Manning, of the *Ladies' World* and *McClure's*, dwelt on the importance of the rebate movement, saying: "The rebate is just as important to the publisher as it is to the advertiser; the magazine world is coming closer to that truism every day."

The last speaker was Barrett Andrews, advertising manager of *Vogue*. "There are three ways of sailing this advertising ship of ours," said Mr. Andrews. "One is by imagination—the 'hunch' course. The second is by the plan of stationing a lookout in the bow of the boat to look out for what's coming—to avoid the rocks and reefs, and so on. And then, there is a third way. In times of stress mariners have been known to steer by no other guide than the wake of their ship."

And so I claim that there are occasions when figures, data, statistics—call them what you will—are almost priceless in steering your advertising course. They are the proved results of what happened yesterday and very frequently may be depended upon to presage what will happen to-morrow."

TUESDAY EVENING  
FEATURES

Tuesday evening at the Baltimore convention of the A. A. C. of A. was given over to four men who were assigned to reveal the inner workings of their sales and advertising campaigns in a way to justify the subject as given by the committee.

George W. Hopkins, advertising and sales manager of the Loose-Wiles Biscuit Company, told the story of the interlocking sales and advertising work of "Sunshine" biscuits. His story was practically the same as outlined in *PRINTERS' INK* several months ago. His chief reliance was upon sampling, an advertising method which he felt he could safely adopt because of the confidence he had in the merit of the goods.

Milo C. Jones, an aged cripple from rheumatism, was wheeled to the front of the stage in a chair. He read the story of how the idea of making sausages first occurred to him, how his neighbors liked the first output of the one room "factory" in his house, how demand slowly spread, until, when he approached the cities of Chicago, St. Louis and Milwaukee, he found the ground ready for the breaking. This story has also been told in *PRINTERS' INK*.

E. St. Elmo Lewis told the familiar story of the adding machine and C. W. Post delivered an address along moral lines.

## OUTDOOR ADVERTISING AT CONVENTION

One of the striking exhibits of the convention was that of the O. J. Gude Company and Poster Advertising Association in the Armory. The bulletin of O. J. Gude showed some of the best known national advertisers and the Poster Association had some of the most attractive posters ever exhibited, which were changed every hour. The big electric sign in the center of the city, put up by O. J. Gude, advocating truth in advertising, was one of the hits of the convention, and Baltimore was practically covered with posters advertising the convention.

H. K. FISHER'S SPEECH IN  
THE TECHNICAL PRESS  
DIVISION

The technical press can select its readers—can limit its readers to those vitally interested in the industries or professions it represents—can deal with matters and advertise exclusively products of vital interest to those engaged in that industry. This is specialized circulation for special advertisers.

The technical magazine's advertising pages may be made as distinctly educational to its readers as is the reading section, and it need not attempt to snare unawares the attention of its readers to an advertisement sandwiched in between a heart-throbbing poem and the last exposure of the inside history of baseball.

Circulation efficiency is the birth-right of the technical magazine. It foolishly sacrifices this heritage when, lured by the siren song of bulk circulation, it sails away from the safe and straight channel of specialized quality circulation toward the rocks of quantity-waste circulation.

May the fair ghost of Madam Roland forgive me for the burlesque if I exclaim: "Oh Quantity Circulation! Oh, Quantity Circulation! how many readers, how many advertisers, have been buncoed in thy name." Readers, to make the circulation count up into thousands, are buncoed into subscribing for a magazine of no real use to them, or, in subject matter, far beyond their mental comprehension, and the advertiser pays for this waste, non-result-getting circulation.

Connected with every industry that a technical magazine represents are thousands of unprogressive men of no authority in industry, of no influence, of no buying power. These men are little, if any, benefited by the reading of a technical paper. They can be coaxed into subscribing, can be tempted into subscribing by miraculous offers or persuaded by some overzealous fellow worker to list themselves as readers. They waste

their money in doing so, and the advertiser is asked to pay for thousands of waste circulation without effect or profit to him.

The cry of conscience in subscription getting should eliminate these subscriptions from a proper circulation.

After this elimination there remain thousands of others whom we will call the worth-while men. These are the progressive men, and the advertiser must make his sales through their influence. These men read technical papers; to them the good technical paper is as a tool for their work. They are the real producing heads of the business, the cost-cutting, labor-saving men. They may not control the capital stock of the industry, but capital stock, busy with other matters, leaves the worry of getting out the product to them. Theirs is the responsibility. They are the men whose influence, whose "say so," counts, and the whole force of the subscription-getting campaign should be concentrated on them.

#### QUALITY MAY BEGET QUANTITY

This concentration on worth-while subscribers and the elimination of the thousands of the non-influential men does not necessarily mean a more limited list, a smaller circulation. Concentration in securing desirable subscriptions and the saving of waste effort spent in securing undesirable subscriptions will still beget a quantity circulation, but it will be a quantity of quality.

This result has been actually, and clearly demonstrated in the case of a certain technical magazine whose circulation is to-day 20 per cent greater than it was only a few years ago, before the quality rule was put into effect and strictly adhered to. In securing circulation on the quality plan there is quantity enough to satisfy the most ardent defender of quantity, and the quantity is cream.

Success in securing quality circulation depends first, of course, on the merits of the paper, and after that on the organization of and the instructions under which

the subscription-getting department works.

It should be organized to serve first and last as auxiliary to the advertising department. It should prepare the way for advertisements by securing the right men to read them, and it must keep continually in mind the value of subscribers, not as mere numbers, but as possible buyers.

Make the slogan for the department "Find the Buyers." Give the same instructions to the field subscription salesmen and the mail-order department, as they must work together as one selling force, united in effort.

#### SECY. WILSON'S DAUGHTER URGES ADVERTISING OF GARMENTS WORKER'S LABELS

Miss Agnes Hart Wilson, daughter of the Secretary of Labor, speaking before the fourth biennial convention of the National Women's Trade Union League of America, at St. Louis last week, urged a nation-wide movement to advertise and exploit the garment workers' label among women purchasers of clothing.

"In all my purchases of clothing I never yet have been able to find the garment makers' label," Miss Wilson declared. "The clerk will tell you: 'O, we don't have enough calls to warrant the label, but, of course, these are union-made goods.' And he will say: 'O, yes, I have a union card, but I left it in my other coat this morning.'"

"I do not favor the boycott, but I do urge that we start a movement to bring out the garment workers' label on woman's clothing. I think that *Life and Labor* (the official publication of the league), should take this matter up in a special department. The names of all union makers of woman's clothing should be prominently mentioned in the publication. That will justly advertise the goods, and it will advertise us."

Miss Wilson is a member in good standing of the Stenographers' Union, of Washington, D. C.

#### "TRUTH TROPHY" FURNISHED BY BALTIMORE CLUB

Word was passed around at the Baltimore convention, Wednesday, that the Baltimore Ad Club had a surprise in store, which would be "sprung" later in the week. This trophy, so an authoritative source of information divulged, will be a large silver cup, with appropriate inscription, to be given each year to the club which has done the most to make advertising more truthful. It was expected to be awarded to the club whose vigilance committee could furnish the best score of achievements.

## ***Strathmore Quality Papers***

Ever think of the advertising value of having your stationery, cards, catalogs, etc., all printed on papers that match? It gives character to business just as a trade-mark does.

That's why we make papers in families, or series, like type—variations upon a particular motif, or theme—papers that tie up well.

*Fairfield Parchment, Fairfield Covers and Fairfield Bristols* are examples—peculiarly beautiful papers in Antique, Hand Made and Fabric finishes. They come in a variety of tints and weights for writing, catalogs, etc.

Let us send you specimens of "Fairfield" or any of the following Groups with exquisitely printed suggestions to show their uses.

**Group No. 1.** Writing Papers for all kinds of business stationery, letterheads, envelopes, billheads, statements, checks.

**Group No. 2.** Deckle Edge Book Papers. Beautiful artistic papers in smooth and rough surfaces.

**Group No. 3.** Cover Papers and Bristols. The finest collection of Cover Papers and Bristols made. For catalog covers, folders, mounts, circulars.

**Group No. 4.** Announcement Stocks. These show sheets and envelopes to match for any kind of business announcement.

**Strathmore Paper Company**

Mittineague, Mass.

U. S. A.



Printed Monthly  
in  
Printers' Ink

# THE MAHIN

JUNE 1913

CHICAGO



**CURRENT NEWS** in a new form—the monthly story formerly told in our little magazine—explains how we co-operate with our customers in solving sales problems by the use of *Newspaper, Magazine, Farm Paper, Trade Paper, Street Car, Poster, Mail Order, Outdoor Space and Follow-Up Matter.*

**MAHIN ADVERTISING COMPANY, Chicago**

JOHN LEE MAHIN, President WM. H. RANKIN, Vice-President H. A. GROTH, Secretary

## GREATER EFFICIENCY FOR THE ADVERTISING MANAGER

"Run your job, or your job will run you," is never more true than when the job is that of Advertising Manager. The duties are so varied and multiplied, the responsibilities so great and their non-fulfillment so serious, that the man who attempts to handle too much work personally, is often submerged. Many a big idea has remained unborn or unexpressed in the brain of an advertising manager because he was "too busy" with details.

The manager who delegates details efficiently and takes time to do creative thinking, becomes a constructive force in his organization.

With our specialized departments, such as Counsel, Service Detail, Copy, Magazine, Newspaper, Outdoor, Engraving and Printing, Sales Data and Co-operation, the Mahin Advertising Company is equipped to enable the advertising manager to render a broader and more efficient service.

This co-operation has given opportunity to many an advertising manager to become more efficient and to do far bigger things for his company and himself. One man, for instance, who was advertising manager, when the account came to us from a small local agency three years ago, is now a director of the company. Another advertising manager of a concern whose business we have had less than two years, was first promoted to President's Assistant, then to Director of Sales and Advertising.



Our president's address on "The Advertising Agency Commission Problem," delivered before the Agate Club last January, has been put into booklet form and will be sent you on request.

## BIG RESULTS FROM THE USE OF SMALL SPACE

Most advertisers know about Mahin Service through its success with such accounts as Welch's Grape Juice, Carnation Milk, Gold Dust, Fairy Soap, Cottolene, Goodrich Tires and Snider's Pure Foods.

We are just as proud of our work for smaller advertisers whose advertising is all important, and where cost of inquires and sales are watched with eagle eyes.

When the Metal Shelter Company of St. Paul, gave us their first advertising appropriation in 1910 to sell Metal Garages by mail, a strong prejudice existed against metal portable buildings. This has been overcome by the persistent use of *small, eye-catching advertisements, in which every word has been made to count.*



The backbone of the advertising has been two-inch advertisements, one of which is reproduced herewith. It brought inquiries as low as 45 cents, although the buildings sell for an average of nearly \$300, and the market is very restricted.

The quality of the inquiries has been revelation, the copy purposely avoiding the attraction of curiosity-seekers. The percentage of inquiries turned into sales has been very large—the result of a follow-up which represents the best ideas of both the Metal Shelter Company and the Mahin Advertising Company.

The business of the Metal Shelter Company for the first quarter of 1913 shows an increase of 900% over the first quarter of 1910.

NOTE—This is Messenger No. 4 in its new form. Copies of



# IN MESSENGER

Mahin Service  
Increases  
Sales Efficiency

CHICAGO

TENTH FLOOR MONROE BUILDING

## WHAT OUR CUSTOMERS SAY

Recently we referred an advertiser who was considering our service to a list of our customers for their opinions of Mahin Service. We quote below extracts from a number of the letters the advertiser received. After each extract is given the nature of the business from which it comes, and we will be pleased to furnish a complete copy of any letter to any Printers' Ink readers.

"Their copy and illustrations have fully met with our approval and this is a big step towards success. Their untiring interest and their advice and consideration of our requirements appeal to us particularly."—(*Maple Syrup.*)

"It is hard for me to put in words exactly what I think of Mahin Service. Perhaps the word 'individual' or 'personal' attention expresses it. The fact that we are now entering upon our second year's association with them is my best recommendation."—(*Automobiles.*)

"Unlike most agencies, they do not attempt to see how much money they can induce one to spend. We have found their buying power the equal of any company we have ever done business with, and we have used nearly all the big advertising companies."—(*Typewriters and Adding Machines.*)

"The Mahin Company has handled our work for the past seven years and they have rendered us very satisfactory service. We have always found them absolutely square and honorable."—(*Evaporated Milk.*)

"They actually study the class of people that their customer wants to reach, and go into the matter very much in detail before making recommendations as to the periodicals which will reach that particular class. Our line is a particularly difficult one to handle from the advertising standpoint, and we feel we have occasion to be very well satisfied with the attention which the Mahin Company has given us."—(*Filing Cabinets, Office Systems, Supplies.*)

"The Mahin Advertising Company, in our opinion, is equipped to render the advertiser the best possible service in the country."—(*Cement.*)

"We have always handled our advertising direct, but decided, after a most careful analysis of the various agencies, to give the Mahin Company our account. We started with a small appropriation, and have doubled and trebled it since September 1st."—(*Breakfast Food.*)

"We have used their service for more than ten years and have found them proficient in every department. They seem to take better care of details in rounding out a proposition than our former company."—(*Shoes.*)

"In most every case where we have acted on our own judgment in placing our advertisements in the different magazines, we did not come out as well as we expected, but when we took their advice, our business always proved satisfactory."—(*Portable Houses.*)

"There are some very competent people with the Mahin Company—men well versed in our merchandising problems, and the writer's opinion is that few advertising companies in the country are so well equipped to render efficient service in all kinds of selling problems."—(*Furniture.*)

"They are experts in educating the selling organization to take full advantage of the advertising and have increased the efficiency of our salesmen in this respect fully 100%."—(*Premium Bonds.*)

"The Mahin Company showed us at once that they were keen students of merchandising and could help us produce results by helping us develop an effective selling system dovetailing our advertising and selling methods in such a way as to develop the hearty co-operation of our jobbers and local dealers in a way that would absolutely insure results."—(*Roofing.*)

"Their service has been very satisfactory inasmuch as we have found them prompt, reliable and conscientious in their efforts to do the best they can for us."—(*Dry Mop and Dusting Cloth.*)

"The Mahin Company receives no compensation from publications for their work. They work for us and rebate us the full commission allowed by the publications for things in our behalf which otherwise they could not do if they were being paid by the publication, as all other agencies with which I am acquainted are paid."—(*Automobiles.*)

"They have aided us in several ways that were not covered by their contract. They have a force capable of handling an advertising campaign in all its features."—(*Cofas and Pancake Flour.*)

"The great thing with the Mahin Company is the service they render."—(*Carriages.*)

"They have constantly and intelligently studied our point of view and have in many cases seconded our ideas, while in others they led us. Each year has proved better than the preceding. This is due partly at least to the wise 'conference idea' which has been carried out thoroughly in all our work."—(*Paints, Interior Finishes.*)

"We have dealt with the Mahin Advertising Company for a number of years and have secured wonderful results through their co-operation and would not consider any other."—(*Men's Outfitters, Wholesale.*)

"The service rendered us by the Mahin Company has been superior to any other we have employed."—(*Automobiles.*)

"From our experience with them we believe they can give you most excellent service."—(*Confections.*)

"We gave them our business after a careful investigation of their organization. They have a large staff of experienced men, and certainly take a good deal of trouble to get to the bottom of our requirements."—(*Rubber Tires.*)

"We tried various other agencies on our proposition, but never did it bring the encouraging results that it has at the hands of the Mahin Company."—(*Farm Implements.*)

"They have handled our account since the beginning. We showed a 300% increase in business the second year and it looks as though we would do even better this year. This speaks for itself."—(*Portable Garages.*)

"They are always on the alert in making suggestions for the benefit of our advertising campaigns and in many other ways give us the best service possible."—(*Motor Gloves.*)



Fits the Vest  
Pocket



Have you ordered your copy of the 1913-14 Mahin Advertising Data Book? Send your order with \$2.00 to the A. C. McClurg Company, Chicago. Do not send it to us.

We guarantee that the net cash paid circulation of every issue of the American Edition of HARPER'S MAGAZINE is more than 100,000.

Page rate \$225.

Circulation books open to all.

HARPER & BROTHERS  
FRANKLIN SQUARE, NEW YORK

# WEDNESDAY — BUYERS' SYMPOSIUM AND INSPIRATIONAL MEETING

BUYERS TELL WHAT SORT OF CO-OPERATION THEY WANT FROM SELLERS—DOBBS, BOYNTON, BRANDEIS AND CASSON TALK IN THE AFTERNOON

The convention was treated to a novelty Wednesday morning in the symposium of ten-minute addresses by the buyers of advertising.

Advertising managers of various well-known concerns had been detailed to speak good words for the special medium which they had used to marked advantage. Thus, instead of hearing straight selling talk of periodical men, as at Dallas last year, on the advantages of magazines, outdoor display, newspapers and what not, the convention listened to men, who, through the purchased service of the several mediums, had won satisfactory results.

Those who spoke were: E. C. Tibbetts, advertising manager of the B. F. Goodrich Company, Akron, O., for the advertising agents; G. B. Sharpe, advertising manager of the De Laval Separator Company, of New York, for the agricultural publications; C. P. Nash, advertising manager of the Standard Sanitary Manufacturing Company, Pittsburgh, for commercial literature; F. J. Hillman, president of the New England Audit Company, Springfield, Mass., for directories; L. B. Olwell, advertising manager of the National Cash Register, for general advertisers; H. C. Brown, advertising manager of the Victor Talking Machine Company, for magazines; L. M. Frailey, secretary of the Jos. Campbell Preserve Company, Camden, N. J., for newspapers; Earle E. Carley, president, Clysmic Springs Company, New York, for outdoor display; Truman A. DeWeese, director of publicity for the Shredded Wheat Company, for the religious press; Herbert Bramley, advertising manager of Sibley,

Lindsay & Curr Company, department store, Rochester, N. Y., for retail advertisers; Charles L. Benjamin, advertising manager of the Cutler Hammer Manufacturing Company, Milwaukee, Wis., for the trade and technical press; and H. W. Tipper, advertising manager of the Texas Company, New York, for specialty advertising.

This imposing array of experienced users of mediums brought together one of the largest attendances of the convention.

## LETTING GEORGE DO IT

Not an agent in the Armory but smiled his gratification at the earnest testimonial delivered in his behalf by Mr. Tibbetts. The testimony of Mr. Tibbetts was listened to with particular attention, because, as he confessed, not till this year has he used an agent, although he has been with his company for fifteen years. He therefore was in position to offset sharply, in his own mind, the advantages of his recent experience against the disadvantages of his agentless fourteen years.

Mr. Tibbetts made the point that the man or institution that works on a national scale cannot afford to bother with too much detail. His habit should be to "let George do it" as far as possible, George in this case being the advertising agent.

Mr. Tibbetts acknowledged that he had already found the agent to be different from what he had conceived him to be. He felt sure that, had he availed himself of agency service earlier in his work, the B. F. Goodrich Company would have been the gainer.

Why? Because, said the speaker, "I do not believe it possible for a man to work with an advertising agency without being a better man for his job of advertising manager. Advertising has few axiomatic rules and there is great need of the stimulation to clear thinking which good assistants provide.

"What an advertiser gets out of an agency," Mr. Tibbetts continued, "depends upon his own tact and ability to lend co-operation.

I feel sure that most agencies can give good service. It is natural that emphasis should be laid on copywriting in dealing with an agency. But one can derive even better things. First, he finds that the agency brings the invaluable outside view. Second, the agency is a corrective of self-complacency, a frame of mind in which an advertiser is always in danger of drifting. I know of advertisers obsessed by deep-seated traditions. They with difficulty, for that reason, keep abreast of ever-changing conditions. Often a good agent more than justifies his use by showing the senselessness of clinging to outworn policies. The very fact that an agent often thinks differently from the advertiser puts up a challenge to the precedents to which a business bows down, and in the resultant threshing out and analysis the right path is disclosed. The advertising agent is an opportunity. While failing in many particulars, perhaps, he is worth while as a corrective."

#### "FLIES IN THE CREAM JUG"

Truman DeWeese was put down for the religious press. But he quickly broadened his subject by discussing certain problems that confront advertisers using a variety of publications. He criticized the manner in which newspapers take advertisers' money and then print sensational stories which, in effect, damage the business of those advertisers. He was convinced that in some way the business and editorial "ends" should be co-ordinated so that the moment he began his educational campaign the advertiser should not immediately be made the subject of lampooning in the papers he was patronizing. Mr. DeWeese said that he had spent many years in the editorial and business departments of the daily press and he felt sure that he could prescribe a remedy that would not mean the prostitution of the editorial columns to the business departments. His address will be found in another column.

Mr. Brown stanchly cham-

pioned the magazines. He characterized the value of the magazine by saying that copy in its space is like a wedge of steel, which, driven by regular blows, will force a way to distribution. His talk appears elsewhere in this issue.

Mr. Tipper described the specialty as the supplementary factor that adds personality to the campaign. It is often the touch of genius which raises a campaign out of the commonplace to the status of "something different."

Mr. Orwell used a chart to illustrate his conception of the problem that faces the general advertiser. Beginning by asserting the axiom that the aim of advertising is to sell goods, he likened the money spent to the motor of a six-cylinder automobile. The first and second cylinders are newspapers and magazines, the third, trade papers, the fourth, direct advertising, the fifth, outdoor advertising, and the sixth, advertising to the sales force. All of this power must be communicated to the dealer's till or it is purposeless. The "clutch" is the window display, that takes you through sixteenths of an inch of plate glass to purchase, if you are in the market."

Mr. Orwell believed that the programme next year would be more inclusive if it gave room for a discussion of window advertising—a topic that was not provided for this year. His suggestion was greeted with a hearty round of applause.

#### OUTDOOR ADVERTISING TO "LINK UP"

Mr. Frailey, speaking for the newspapers, described their best service as that of focusing power locally. Newspaper space cements relations with dealers and special communities in a wonderful way. He regretted that more newspapers did not "clean up," and expressed the hope that newspaper advertising managers in their mercy might forbear from placing unpleasant advertising copy alongside of food advertising.

Mr. Carley, when it came his turn to speak, outchampioned the

enlisted champions of outdoor advertising. In marketing Clysmic, his task was to embed his trademark deeply in the mind of consumers. Outdoor advertising has done just this, he says, for Clysmic. "I have used advertising in other media," he said, "but I rely upon outdoor advertising to 'link up.' This medium is especially valuable when prying into a new market. I have never used outdoor display without noting an instant stimulation of demand. The posters fairly yell 'Now.' It is gratifying to be able to say that poster service is constantly improving. I must express my sense of comfort at the action of the poster association in establishing uniform rates. I don't have to lie awake nights now wondering if the other fellow hasn't, through a better dicker, got a better showing for the same amount of money than I have."

Mr. Sharpe's address, for the farm papers, is on another page. Commercial literature was declared to be on the whole below par, by Mr. Nash. In this statement he was referring by the term "commercial literature" to the printed matter, catalogues, booklets, etc., issued by advertisers. Both in make-up and in get-up Mr. Nash said this low character exists. He attributed this to failure on the part of the advertiser to get and pay for real creative talent. He said it was not reasonable to buy art by the pennyweight and then expect results by the hundredweight. F. J. Hillman, who spoke on the value of directories as a medium, classified mediums as those which are sought by the consumer, and those which are thrust on him. The directory he classed as one of the "sought" type of mediums. And in addition to being a sought medium it is indexed ready for consumer's use. Copy for directory advertising, the speaker said, should be pungent and brief, designed to supplement the information necessarily given by the body of the directory.

Herbert Bramley, of the Sibley, Lindsay & Curr Company, paid a tribute to the Wanamaker style

of advertising, declaring that it received attention earlier in the morning than any other of the housekeeper's activities. Good merchandizing, he thought, could come only from a close study of the immediate situation. What is good merchandizing in New York might not be good merchandizing in Chicago or in San Francisco. He believed with Frank Munsey that advertising must first of all be good easy reading. This is much more important than effective display. He did not believe, either, in the many-page advertisement.

The daily newspaper, he thought, was practically the one medium for the retailer.

The secret of retail-store success, in Mr. Bramley's opinion, is first of all that of creating a strong, sane store policy. Every store should have a reason for existence or it is not likely to exist long. To be a success, it needs atmosphere and personality. Often the reason for a store's failure is that it had no heart. It had nothing that the public could warm up to. The store itself needs advertising just as much as the merchandise that the store carries.

The most important thing in advertising a retail business, after establishing a distinctive policy for the store, is to make a close study of the people of the community. No man can be a good retail advertiser without being a close student of human nature.

Charles L. Benjamin pointed out the big difference between the food advertiser who perhaps had a chance to interest all of the people who read the newspapers and the magazines and the shaving-cream advertiser who perhaps had only a "fifty per cent efficiency" in the same mediums and the automobile advertiser whose opportunity was considerably less than either the food advertiser or the shaving-cream man. The technical advertiser could not go into the general mediums with profit.

"Man eats what he likes and wears what he pleases within reasonable limits," declared Mr. Ben-

jamin, "but in the other things that he buys is influenced very largely by the opinions of others." The speaker illustrated this by citing how people generally would answer that Shakespeare was the greatest English dramatist, though comparatively few have read all of the Shakespeare plays and have read few of the plays of other great writers.

One hundred thousand technical readers in the electrical field mold the opinions of the one hundred millions of people in our country with respect to electrical apparatus, said Mr. Benjamin. He did not discourage consumer advertising; he believed in it, but he thought it was the technical advertiser's duty, first of all, to educate the technical reader. It did no good to send the consumer of the technical product to the dealer, the engineer or the contractor if that important person were uninformed about the product. "The less technical the product, the more effective will the consumer advertising be. The average man will probably select the plumbing to go into his house but will consult the architect about the heating plant. The electric iron is a fine example of the technical product that can be well advertised to the consumer. The reason that so much poor technical advertising has appeared is that the sales manager or some other officer of the firm has tried to write the message but been unable to get the human interest side of the product."

#### THE INSPIRATIONAL AFTERNOON

Wednesday afternoon was given over to addresses "of inspiration and optimism." The following men spoke: S. C. Dobbs, of Atlanta, former president of the associated clubs; the Rev. Nehemiah Boynton, of New York; Louis Brandeis, of Boston, and Herbert Casson, of New York.

Mr. Dobbs' subject was "Commerce: Both a Fruit and Force in Civilization." It was an able address, eloquently delivered. He reviewed the development of com-

merce from a low estate, in which the leaders felt no need to render service to world-society, up to the present, when, under the leadership of the Anglo-Saxon race, it is taking on the characteristics of a force that is militant for the best things in life.

The Rev. Mr. Boynton in a fine address reviewed industrial conditions in this country and explained why he felt, as did former Ambassador James Bryce, that the "United States of all the nations has the right to hope."

Mr. Brandeis spoke forcefully on the evolution of truth in business, and described price maintenance as an exemplification of this principle. His address is printed below.

Mr. Casson, as usual, got his audience "going" in discussing various aspects of advertising.

#### LOUIS BRANDEIS ON TRUTH IN BUSINESS

It is fitting that you busy men pause at times and take, as it were, an account of stock, to compare the condition in the progress of your own individual businesses with that of other men. Yet you should take the broader view even, and compare your own individual affairs with that of business in general, and when you look upon business—business of the last decade, the business of the last generation—one significant fact that impresses itself on all hands is the fact of the growth of business in the world's activity. It fills a larger place to-day relatively in the life of the nation than it ever has before. It is evidenced not only by the constant growth in the cities as compared to the country, but to the fact that 7,000,000 of American women have entered the domain of business, and that growth has manifest itself also by the fact that to a greater and greater extent the high ability of the nation is finding in business a proper field for the exercise of its power. Not only in scope but in volume the evidences of growth greet us on all sides. They appear to the eye; they appear to the student of statistics in the growth



of exports, and in that constant and even more significant growth of the import of raw material. They greet us in the study of the weekly bank clearings with figures so huge as to remind us of those with which we undertake to describe the distances of the heavenly bodies from one another.

#### CONVERTING BUSINESS INTO A PROFESSION

Far more significant than the growth in volume is the growth in the character of business, the growth in dignity—the growth which perhaps may best be described by that gradual conversion of business into a profession. What does a profession mean? What are the distinct characteristics of a profession from some other occupation? I take it the distinction is mainly this: A profession is an occupation for the successful pursuit of which preliminary training, intellectual high character, involving learning as distinct from skill, is essential to high success.

A profession, in the second place, is an occupation pursued not only for him who pursues it, but also for the benefit and service which it will be to others, and, in the third place, the distinguishing characteristic which, I think, you will find as applied to every profession, is this: That excellence in a profession is not a question of degree, to be measured not by the amount of money which the person who pursues the profession earns from it. Large earnings come from almost any profession—relatively large from the minister and the teacher and the sociologist, as well as the architect and the lawyer and the physician, providing he excels, because there is such a demand for efficiency in this world and the supply is so small that all who possess it in a gainful occupation cannot fail but get the benefit. But no one would think of measuring the ability of a minister—like the eloquent gentleman who just preceded me—by saying what his salary is as compared with that of another, any more than he would undertake to measure the

ability of a social worker or the profession of a doctor by saying what his earnings have been during the preceding year. The test of excellence in a profession is excellence of performance.

#### TRUTH BECOMING A MAXIM

The dignity of business has been evidenced by the entrance of truth as a maxim of business, that for which your convention stands pre-eminently. Think of the situation of business even a generation or less ago. Trade talk—what did it mean? Trade talk, translated into English, meant lying.

The attitude of the law towards persons trading with one another was to regard them as engaged in a contest of wits. The law in its solemnity had very much the same impartial attitude towards those engaged in bargaining together that the Western wife had for her husband when she said, "Go to it, husband, and go it bad." That was the attitude of the law. Nothing that was said, however true, gave any rights, and deceit was hardly a cause of which the law took cognizance. And why? Because the law said it was unreasonable to expect any purchaser to believe what the seller said in regard to his goods. No reasonable man would believe it, and therefore, in pompous language, they said "Let the buyer beware." They had even an idea that that had social economic significance; that it would tend to make mollicoddles in business if men were to be protected against the lying propensities of the seller; and, on the other hand, they regarded the buyer as a man who ought, at his peril, find out all the defects in the article he purchased. See how we have advanced beyond that.

And what is the second great advance that is closely allied to the first I mentioned? It is the introduction into business the idea of service, the idea of value. A generation ago the idea of a bargain was a transaction in which one person got the benefit of another. The idea to-day of a bargain in business is that it is a transaction that is good for both



parties. The whole idea of trade in the past, with its secrecy and uncertainty in taking advantage of the other person when you got a chance, was the equation of two unknown quantities. To-day it is the equation of two known quantities.

#### THE ONE-PRICE SYSTEM

Then the third great idea which has made its way into business is that of equality. The very idea of the old bargaining, of getting all you could from any person, regardless of the value of your article, was that no two people would be treated alike. The idea to-day, which has found its way into business, is that equality of treatment is absolutely essential to fairness. That idea made its way to us through the public service corporation where discrimination as between members of the public or different customers was recognized as being a far more serious evil than extortionate rates.

One of the greatest advances, also, which business has made in the last generation or more was the advance to the one-price store. That was a huge advance, an advance in labor saving, an advance in conscience saving—a huge advance, making possible big business in the truest sense of that word. We have found in the one-price store, in the giving of value, in the telling of truth, the advance of business to a higher plane and to a rank and dignity beside the learned and old professions, and men have come to value, and value in a peculiar way, those things which signify truth and equality in treatment, and have developed the trade-mark "good," the proprietary good, and as they have carried out and developed the guaranty of truth, the guaranty of value, securing to each prospective customer fair and equal treatment, there developed also with the merchant the one-price good, the good that was to be sold not only to his immediate customer, the jobber, at one price, but was to be retailed throughout the country at one price to whoever should buy. Business can grow and develop only upon the

lines consistent with truth and honesty and the highest ethical standards. The law to-day has been laggard in recognizing the social value of this one-price article, which has become common in recent years and which should become far more common if we are to carry out this idea of giving value. Think what it means to have an article guaranteed as a trade-mark article and guaranteed as to price? As you gentlemen know, as no audience could better know in this country, the cutting of the one-price article by individual concerns is done almost exclusively for an illegitimate purpose.

It is constantly said that the fixed price article is cut as a leader. I think it is cut as a misleader. To make the customer believe that this article, which is being sold at 10 per cent or 20 per cent or 30 per cent below its standard value, represents the rate or discount which he can hope to get on any of the goods he buys in the store, you know is not true. It is unethical, and I think the courts in refusing their sanction to the effort to protect that worthy practice of one price failed to acknowledge the facts.

#### GOOD AND BAD PRICE FIXING

But, more than that: The decision which has been rendered in recent years denying protection to the one-price article has had another and very significant reason. People knew the Standard Oil Company fixed prices by agreement, that the Steel Trust fixed prices, and the Tobacco Trust, and that the Sugar Trust in some way or another fixed prices. This idea of fixing prices, being objectionable and being against the public interest, created an atmosphere which permeated the courts, and led them to stamp as illegal anything in which an attempt was made to fix prices. But the distinction is, when you come to think of it, perfectly clear. On the one hand, you have a combination of individuals forming a monopoly, and fixing the price of a staple article by reason of that monopoly. On the other

hand, you have an individual man or concern in a competitive line of business undertaking to maintain his creation, that which is his property, which he has contributed to the world through his efforts intellectually and in character to put out to the world in the form which he believes is essential to its fair distribution among the people. That single, fixed-price article, the one-price article, is the greatest stimulus to competition. If he fixes the price too high either one or two things happen: Either people won't buy, or if they do buy and his profits are large a score of competitors will come in to share the market with him.

Now, that distinction between the one-price competitive article, which is entirely in line with the ethical development of business and which is essential to it, must be differentiated clearly from the fixed price in a monopoly, and it is the business of you men, who understand this and know it, to bring that education to the whole people, to make them realize how that cut-price article is a misleader and leads not only to cutting the throat of the manufacturer and individual retailer, but it destroys the effort made through intellectual ability to make the profits which the manufacturer and merchant long for. If this one-price article is really to be suppressed, if that system is to be suppressed, it would result in the fostering of a monopolistic combination greater than was ever fostered before. This price protection, this misunderstood price-protection, instead of being inconsistent with the public welfare, is, as you all know, the greatest protection to the small man, and the small dealer, the jobber, and to the individual manufacturer who is endeavoring to put his ability and his character into the work of his life. There, gentlemen, is a specific task which rests upon you, a task which is in line with the ethical development of business, a task which is in harmony with that idea of the profession of business and of raising merchandizing to a dignity equal to the

highest and the noblest professions.

#### GOOD EXHIBIT OF ADVERTISING AT BALTIMORE

Those who believed that it would be difficult or impossible to collect and put together an exhibit that would truly represent what is now being done in the modern advertising world were agreeably surprised as they strolled through the demonstration section of the convention hall at Baltimore this week. Half of the floor space of this great building was well filled with an exhibit that comprehended every kind of advertising from big-sign work to the papermaker's product. The exhibit far surpassed that of the Dallas convention, and this feature is sure from now on to be a big one in the annual conventions. Indeed, this section was so attractive that it was daily difficult to get the crowd away from it to the speakers' section.

The arrangement of the exhibit was ideal. The floor space was ample, and the screens were arranged along broad walkways with the three sides of each screen used. A number of the compact folding screens were also in use.

It would be impossible to here describe in detail the remarkable exhibit of the many forms of advertising shown. Poster-work, window devices, signs, calendars, business literature, novelties, specialties, farm-paper work, technical advertising, trade advertising, newspaper developments, new things in papers, etc., all were impressive.

In the technical advertising section an exhibit was made of copy along with figures showing inquiry and sales cost. The farm papers had an interesting chart that compared the kind of advertising carried ten years ago with the advertising of the present with large space given to victrolas, automobiles, car tires, etc.

An unusual amount of color advertising was shown and conspicuous in this exhibit were the sections filled with German, Belgian, Swiss, English and other

foreign advertising. On every hand were heard comments on the fine color combinations and the striking artistic effects of the foreign designs. Foreign countries were exceedingly well represented. In the British section was a handsome large portfolio that exhibited a complete British campaign from the preliminary work down to the little details of follow-up and trade-aid.

The Baltimore newspapers contributed some interesting features to the exhibit that must have opened the eyes of visitors. A demonstration was made, for example, of the growth of moving picture theater advertising, church advertising, and other modern developments.

A feature of the exhibit throughout was the way in which specimens were displayed and marked, so that the chief points could be taken in at a glance.

It is probable that never before was there such an opportunity to see the possibilities in such forms of advertising as calendars, window devices, etc.

The library of advertising literature also made an impressive showing. Here there were shown complete files of *PRINTERS' INK* and *System* and a collection of books and publications that surely knocked out forever the notion that the advertising business is one without literature and recorded experience.

#### RICHARDS' REPLY TO PRESIDENT WILSON

The text of the open letter to President Wilson which was read by Joseph A. Richards, Tuesday morning, in reply to the President's condemnation of paid advertising as "lobbying," is, in part, as follows:

"In the interest of fair play I am sure that you will permit me to reply to that sentence in your recent statement concerning lobbying which refers to paid advertisements in the newspapers.

"In order to refresh your memory I will quote the utterance as it appeared in the columns of the press:

"The newspapers are being filled with paid advertisements calculated to mislead the judgment of public men not only, but also the public opinion of the country itself."

"Inasmuch as the policy which eventuated in the series of advertisements referred to was suggested by me, it is altogether proper that you should know why this policy was undertaken.

#### THE DIGNIFIED PROCEDURE

"Through a somewhat long and intimate acquaintance with certain tried and true men in the Hawaiian Islands, whose livelihood and whose wealth, if you please, depends upon the raising of cane sugar, I became acquainted with many of the facts stated in these advertisements. In conference with some of these gentlemen I ventured to suggest that they had a good case, and if the beet sugar people, the Porto Ricans and the Louisiana men had as good reason for informing the public of the facts of their industry and its relations to the common welfare, they could not perform a more honorable, dignified or effective act than to publish these facts over a common signature which would implicate, shall I say (fear that is your version of it, but I don't like the word), let me rather say which would include them all.

"This was over a year ago. I advocated a country-wide campaign which would show not only the facts which have been exposed in the present series, but others relating to the agricultural value of beet sugar, for instance, to the farmers, and the general advantage of the entire domestic industry to all the people of the United States. For one thing, they were very unwilling to be classed with the gentlemen who, under an assumed name, have been spending money in the interest of free sugar, ostensibly in behalf of wholesale growers, but really in the interest of sugar refiners.

"However, when the provisions of the Underwood Tariff bill became known these gentlemen,

fighting for their business life, as they sincerely believed, consulted me concerning what could be done in the City of Washington, and when I presented my plan, the result of which you have seen and evidently been annoyed with, they thought they could do nothing more straightforward to impress you and the senators and representatives in Congress with the fact that there is another side to the sugar situation. That this series of advertisements has been in some sense successful is witnessed by the fact that you have seen fit, as President of the United States, to refer to it, an honor, I think, which no series of advertisements has ever received before in the history of advertising.

"But, sir, you have been pleased to say—no, not quite that these advertisements are misleading, but that they were 'calculated to mislead the judgment of public men.' Now, I grant you that the intention was to do everything expressed in your statement except that which is referred to by the little prefix 'mis.'

"I confess to you that the gentlemen who have paid the bills for this advertising were very anxious to lead the judgment of public men and I earnestly believe that they were stating facts in order to do so.

#### NOT MISLEADING

"And now, Mr. President, if our intention was to mislead, why have our statements not been refuted in the very form where they were made?

"Why has not some one of the contrary party come forward and put his finger on the statement or statements which were misleading? Nay, why have you not done so? Was it, perchance, because your friends in Congress feel that it would be a lowering of their dignity to reply to a newspaper advertisement? If so, I thank you, honored sir, for having lifted the newspaper advertisement out of such a position by your Presidential comment. Certainly it can never again be said that a serious statement published

in a display advertisement in a newspaper, over a signature of an interested individual, or corporation, is unworthy of the attention of anybody, since the President of the United States has seen fit to recognize it.

"But, sir, I am a representative of an honorable profession, daily becoming more and more so, by reason of the earnest attempt of all good men connected with it to make an advertisement an honest, straightforward statement. Hence, I naturally resent the implication that work with which I am connected is misleading, and I think I may fairly and honorably demand a bill of particulars, even from the President of the United States. Do you think it strange, sir, that no one has challenged the statements made in these advertisements, except yourself?

"I will cheerfully grant that there may be another side to this contention with reference to a tariff on sugar, or not; but, in view of my thirty years' record as an advertising counsellor, I earnestly urge you to let me know wherein these advertisements were calculated to mislead. If you reply that any effort to divert the Congress from the passage of the Underwood Tariff bill is a misleading effort, I will rest content with the thought that this is a simple difference of opinion between two citizens of the United States; but if you attach to the word 'misleading' in this connection any dishonorable meaning, I want to know why, and I wish to know it in the name of good advertising—yes, and in order that I may acknowledge my wrong, if I am found to be in any way connected with a dishonorable action. In all my dealings with my clients throughout my business career I have endeavored never to support the claims of anybody whose cause I didn't fully believe to be just.

"And now, Mr. President, I believe you have unintentionally committed yourself to a statement which is in opposition to a fundamental principle of free speech, even though it be advertising free

speech. Have you not in your previous career been very much in favor of publicity for all matters with reference to the work of corporations and large business interests? Here was a sample of it, it seems to me, that wasn't getting full justice at the hands of, perhaps, a prejudiced legislature. Our constant cry has been, 'Get the facts,' and the domestic sugar producers have had the facts to give.

#### WANTS STATEMENT RECONSIDERED

"For several years now I have been endeavoring to persuade large corporations to use the advertising pages of the newspapers, to state succinctly the facts, over their own signature; I have even contended that this method would be far more satisfactory than to employ a so-called publicity agent, to secure columns of reading matter, using many words, and now, sir, your reflection upon this method takes its importance from the position you hold, and I ask you in the name of all fairness and generosity if you will not consider this statement of yours a little more seriously and take occasion at some later date to modify it, so that the inference likely to arise from what you have said will not be injurious to an honorable calling and effective method of business procedure?"

"I may say, sir, that I have taken occasion to call the attention of a large number of publishers to this statement of yours, and some of them are already beginning to defend themselves and their papers against what is likely to be the effect of your attack upon such advertising.

"I trust, sir, that you will not consider this letter the mere plaint of an injured individual, but rather the reply of an upstanding craftsman in behalf of his craft."

#### DEPARTMENTAL COMMITTEES CONFERENCE

The conference of committees from the departmental meetings, which was held on Wednesday morning, was, in the words of

W. H. Ingersoll, its chairman, perhaps the most important and significant meeting of the whole convention.

"If this section is a failure," said Mr. Ingersoll, "the whole convention is a failure. If it is a success, the convention is a success." The meeting was attended by some of the most representative men of every interest.

What gave peculiar significance to the meeting was the fact that it represented an important stage in the work of whipping into shape the different resolutions and motions growing out of the different departmental sessions, which, in turn, had attempted to meet the criticism and considerations brought up on the floor of the convention. These resolutions and motions were to be combined in one report and presented to the convention on Friday morning. It would sum up in concrete fashion the best thought of the convention.

To give the resolution in detail would be simply to repeat the report of the different sessions and the account in the running story of Tuesday. For the sake, however, of presenting these matters in as brief as possible compass, it may be well to review them briefly. First, for the advertising agents, Mr. Johns reported that already some 90 per cent. of the recognized agents were enrolled in the Advertising Agents' Association movement and that plans were under way to perfect a federation of all the associations. He recommended the adoption of some plan by which the committees, representing the present association, could meet committees from each of the other associations of the different advertising interests represented there that day, for the good of the service. He also recommended the creation of a joint board of advertisers, publishers and agents on circulation statements and other data. He said that the agents had discussed the strictures cast on the value of the function of agencies and had preferred not to put in their report, so as to avoid any vote on the matter in convention,

it being a matter rather for the consideration of those informed and interested than for action by several hundred delegates, many of whom had no special knowledge of the matter.

#### FARM PRESS RECOMMENDATION

The department on Agricultural Press recommended through Mr. LeQuatte that advertisers and agents study the definite facts provided by agricultural papers in regard to their possibilities. It also recommended that every advertisement offered to a foreign paper be guaranteed by the agent. The foreign papers themselves, he said, or most of them, guaranteed their advertisements, but they were put to a great deal of expense and trouble by the fact that many of the advertisements offered to them contained false and misleading statements. Some of the worst offenses, he said, came from the strongest and most reputable agencies.

Wilson H. Lee, of New Haven, president of the American Association of the Directory Publishers, spoke for the directory interests.

The department of Magazines, through Mr. Cholmeley-Jones, of the *Review of Reviews*, recommended, in accordance with the suggestion made by Mr. J. A. Ford in a paper read before that session, that a national board of investigation, to be composed of representatives of advertisers and publishers, be established to pass upon the question of honesty in all advertising.

The department of Newspapers, through Mr. Keeley, of the *Chicago Tribune*, answered the criticisms cast upon some of the newspapers by some of the advertising agents, by giving a list of fifteen or twenty failing which could be laid at the door of the agents and the correction of which would redound very much to efficiency and economy.

The Outdoor Advertising department, through Mr. Gude, said that it had nothing to ask of the convention in the way of co-operation, but appreciated the privilege granted it of being allowed to participate. Mr. Gude suggested

that this conference of committees from the departmental sessions be formed into a permanent body, which could act as a clearing-house of information in regard to all matters of more than individual interest and an adjustment of complaints.

The department of Printing and Engraving, through Mr. Cooke, of New York, recommended that the A. A. C. of A. bring to the attention of the national associations of printers and engravers the desirability of getting a better understanding of the technical processes of printing and engraving, and secure their co-operation. It also recommended that the individual clubs of the association invite leading printers and engravers to attend their meetings on occasion and address them.

The Religious Press department, through Mr. McIndoe, recommended that advertisers and advertising agents study the claims of the religious press.

#### RETAILERS MAY CO-OPERATE

The department of Retail Advertisers, through Mr. Gillam, reported that plans were under way to organize a national association of retail advertisers and advertising managers to act in co-operation with the A. A. C. of A. The department recommended that it have more time at future conventions. Since the retail advertising is overwhelmingly preponderant, it demanded that all newspapers and periodicals be required to give the whole truth about their circulation; to print only ads of reliable concerns; to keep undesirable matter in the news columns apart from the advertisements in the make-up; to adopt a scale of rates without secret rebates or concessions. It also recommended that all statements made as to bargains be absolutely true. It also recommended that the advertising manager in the retail department store should be employed by the management to secure truthful and reliable co-operation of the heads of departments.

The Technical Press depart-



ment, through H. M. Swetland, recommended that advertising patronage should be extended only to such publications as furnished truthful and detailed statements on circulation. It also recommended a change from the present agency commission system.

The Trade Press, through C. G. Phillips, recommended that the character of services to be performed by it be defined; that advertising agents and managers co-operate to stop the requests and demands for free reading notices or cuts; that advertising patronage be extended only to those trade papers that will co-operate by giving truthful and exact statements of their circulation, and that uniform rate cards be adopted.

The department of Specialties, through L. E. Pratt, asked for more investigation of the claims of the specialty manufacturers.

The department of General Advertisers, through Mr. Ingersoll, recommended the adoption of the system of joint audit described by Mr. Harn and previously reported. It recommended the abolishment of the present contract system of agency commissions as the first step towards the ultimate abolishment of the agent's commission system.

The chairmen of the different committees were constituted a committee to put the resolutions together into a brief report for submission to the conference at a subsequent session.

### THE BANQUET

The banquet, held at the Hotel Belvedere on Tuesday evening, was fashioned after those held by the Gridiron Club. Everybody of prominence in the room got roasted. Even those who were absent must have felt their ears burning, for the speakers and toastmasters spared nobody. Anybody that ever had himself "advertised in the papers," as the speakers put it, came in for a good share of grilling. There were more than 200 present.

Mayor Preston, of Baltimore, who reached the banquet hall at

an early hour Wednesday morning, also came in for some good-natured bantering.

There were only two formal things on the programme when the diners took their seats in the dark, while the band played "He's a Jolly Good Fellow." These were recitals by the humorist, Strickland W. Gillian, formerly on the Baltimore *American*, and Miss Clare Alexander, who was down for some Southern songs. But when Carroll J. Swan, of Boston, president of the Pilgrim Publicity Association, took his place as toastmaster, he announced that he would call on everybody in the room for some "song, dance or crazy emotion." He kept his word.

The nations in honor of whom the banquet was given were England, Germany, Peru, Ecuador, Sweden, South America, Honolulu, Canada and the United States. W. Stran McCurley was the chairman of the committee of arrangements of the affair, and he announced the names of those who were to sit at the guests' table before the banquet.

President Shay announced that inasmuch as it was customary to have a toastmaster at banquets, he would call upon Carroll J. Swan, of Boston. Mr. Swan jumped to his feet and objected, but he was overruled by the vote of those present. Reluctantly he took his place and said that he would begin by leading the orchestra. He did.

They "pulled off" some rare stunts.

The Pilgrims from Boston seemed to occupy the center of the stage.

Perhaps the funniest thing the Beantown fellows did was to have one of their number, dressed in a running costume, rush into the banquet hall and fall to the floor in a faint. He was Arthur J. Bean, weight 240 pounds and height "10 feet 10 inches." Dressed in a two-piece garment of lisle and with a great deal of surplus flesh, he looked anything but an athlete. Dr. John Gould, of the Boston delegates, administered what looked like, to many, fer-



mented grape juice. Then Mr. Bean was revived. Mr. Swan took off his coat and threw it about the form of the runner.

"What have you?" he demanded to know.

"I have a message from Mayor Gaynor, of New York," came the answer.

"Let's have it," shouted about fifty voices in chorus.

"Mayor Gaynor says that Mayor Preston, of Baltimore, will be ousted from the union of mayors. He has fallen from grace. He has joined the advertising brigade and now believes in publicity."

Another thing which tickled the diners was an announcement by Mr. Swan that he would introduce the one man who made the Baltimore convention a success. The man in question, he said, deserved everybody's thanks, for he was a tireless and energetic worker. After he had exhausted his superlative adjectives, Mr. Swan said that he would have the "great man" rise to his feet. Instantly four men sprang to their feet. They were President Coleman, "Felix" Shay, William Woodhead, of San Francisco, W. W. Cloud, and each started a speech, and in the babel of voices no one understood what each was saying. They sounded like addresses of gratitude, but just what was really said will perhaps never be known.

#### R. R. SHUMAN'S VIGILANCE SURVEY

The vigilance movement means to the advertising man greater safety, greater honor, greater profits.

It means to the advertising man what the arrest and imprisonment and clean-up of quacks means to reputable physicians.

It means to the advertising man what a fleet of battleships on a pirate-infested sea means to the honest mariner.

It means to the advertising man what the disbarment of a dishonest lawyer means to every honest lawyer.

It means what a watchful wolf

dog means to a peaceful flock of sheep.

It means what locks mean to doors—what police mean to our thoroughfares—what watchmen patrolling the streets at night mean to our homes; and above all it means greater efficiency in advertising, less waste—more profits.

To the advertising man, whether he be a buyer of space or a man in the business of selling advertising, whether as publisher or agent, the vigilance movement, if rightly understood, can mean just one thing—the removal from the otherwise beautiful face of advertising of every blemish which mars the natural beauty of that face. And this removal of advertising facial blemishes must begin not on the surface, but with the very heart blood of all advertising—the faith of the public in advertising.

The vigilance committee movement, when followed out to its logical conclusion, means laws in the states and the nation which shall enforce advertising honesty as a measure of protection against the few who would prostitute it.

It means voluntary or involuntary decency on the part of publishers and advertisers alike.

#### THE ONE FUNDAMENTAL ASSET

It means both moral and financial responsibility on the part of the advertising agent for the campaigns he places with the publishers; and, as a consequence of all these measures of housecleaning, it means an enlarged faith, a deeper and more earnest belief in advertising on the part of the great buying public, whose good will is, after all, the one fundamental asset which any manufacturer or any merchant must have before he can secure any permanent value from the greatest of all selling forces, the force of advertising.

Our first duty is to rid the high seas of the known pirates, by force, if necessary. In that work we are receiving active co-operation from many publishers, apathy from more than we like to think about, open hostility from a very few.

Our second task will be a harder one—the awakening of an advertising conscience in the minds of men who are otherwise above reproach to the folly of exaggeration in advertising.

A half truth is a dangerous lie, and harder to meet than an out-and-out falsehood. But here, too, we are meeting with a larger measure of co-operation than we thought possible; and leading merchants and manufacturers in every center are meeting the issue with admirable courage—eliminating misleading comparisons of supposed values with present prices.

Think what this will mean to every advertising man—buyer or seller: Believable advertising!

#### A LOOSE LETTER-WRITING TERM

BALTIMORE BARGAIN HOUSE  
BALTIMORE, Md., May 12, 1913.

Editor of PRINTERS' INK:

In a recent issue of PRINTERS' INK a well-known advertising man called attention to the almost invariable custom among letter-writers of talking unintelligibly through the medium of letters. Again, in a later issue, the "Little Schoolmaster" quotes the words of a manager of a mail-order house, advising against the use of "trade terms" in business correspondence.

Why not eliminate the word "same" entirely, when used as a pronoun? Of course, as an adjective, no other word can express its meaning, but as an indefinite pronoun the word "same" is the source of more complaints and complications in correspondence than any other in the English language. The tendency of the present period is to write in clear, succinct terms, yet there are many business men who still seem to delight in adhering to the fashions of the old school, by filling their letters with scholasticisms and thus precluding continuity of argument, so essential in all good letters.

In the first place, the letter-writer alone knows when he uses the word "same" just to what antecedent he refers—"same" may refer to a single word or a whole phrase, but does the recipient of the letter know? In nine out of ten cases, no, but he tries to fathom out what "same" means, and he then dictates a reply replete with "sames," and so the tangle goes on, until either by personal contact or by a mere chance, "definite" terms are resorted to in the correspondence, and then the transaction is brought to a close, but not before several letters redounding with "sames" have passed.

HUGH HOLT,

Mgr., Correspondence Department.

#### DO FARMERS RESENT THE NAME?

THE ALBERT DICKINSON COMPANY  
Seed Merchants  
CHICAGO, May 12, 1913.

Editor of PRINTERS' INK:

In the May 8th issue you bring up an interesting, and possibly an important, point when you print the opening of one of the Chalmers Motor Company's advertisements to farmers. This is the question: Is it wise or unwise to use the address "Mr. Farmer," or to refer to this class of our society in advertisements or in circular letters, as farmers? Does the average farmer of to-day resent this appellation? Does the term carry the "hayseed and rube" implication that it did years ago?

This point was brought to the writer's attention by one of the most widely known and authoritative agriculturists in the country. His opinion, gathered from eleven years' experience, is that the majority of farmers resent the name. He admits that there is a minority who are broad enough to see wherein they should be proud of the reference.

A canvass of twenty-one of our men who have met and talked with many farmers in all parts of the country, reveals eleven yeas and eight nays. The yeas say the farmer is proud of the appellation, because everyone is catering to him, because he knows he is the backbone of the nation, and because the parcel post service was inaugurated principally for his benefit.

It would be interesting to hear the opinions of some of the advertising specialists who read your columns. To the writer there doesn't seem to be any cause for fear of grave consequences from the use of this reference, but it would be bad if the majority of farmers were antagonized by this term.

What do you think?

THE ALBERT DICKINSON Co.,  
ELMER M. GRACE.

#### ORANGE JUDD CANES

One of the most valuable and sought after souvenirs at the convention was the Orange Judd cane. This is the third year that advertising director William A. Whitney has caned a convention of the A. A. C.

H. Lad Landau, who was formerly connected with the Buffalo Specialty Company, in the capacity of manager of exports, has just accepted a position with the Baker-Vawter Company, Benton Harbor, Mich., to assume charge of their export department.

F. I. Engler, formerly of the Boston Herald, has joined the advertising staff of the New Orleans Item, and not the Atlanta Constitution, as first reported.

**Best for Commercial Trucks**

"We consider SYSTEM the best medium in the field for Delivery or Commercial Truck inquiries. The inquiries are always of the best class. One SYSTEM inquiry looks better to us than three or four from any other publication."

(Name on request)

**Reaches the Right Class**

"We do not believe that you could find a better medium than SYSTEM. We have had quite satisfactory returns from this magazine on automobiles. It reaches the class of people who are interested."

(Name on request)

**The Best of the Bunch**

"I tried out practically all of the mediums in the country such as

..... but in the end I proved, in a very tangible way, that SYSTEM was the best of the bunch. I am fairly positive that when it comes to advertising anything for a business man you must choose the publications that are published directly in his interests."

(Name on request)

**SYSTEM the Most Profitable**

"My experience with 'SYSTEM' as an advertising medium might be of interest to you. You know that I recently invented a new Carbon Paper. In order to get it before the consumer I decided to go into a magazine. I wrote to a number of national advertisers, such as the American Multi-graph Co., Blanchard & Co., the Montague Mailing Machinery Co., etc., and asked each of them from which magazine they had obtained the best returns. Each one replied that SYSTEM unquestionably was the most profitable. I thereupon took a full page advertisement, amounting to \$250 in the March issue. From this advertisement I have received between 400 and 500 replies, and to date have sold direct \$450 worth of merchandise. The March advertisement is still bringing inquiries. I got so many that I had to stay out of the April issue, but I have taken another advertisement in the May number."

(Name on request)

**Inquiries from People of Authority**

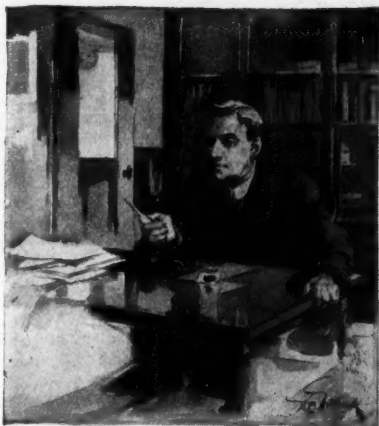
"We are now advertising in a number of monthlies, some of them having a much larger circulation than SYSTEM, but we are getting much better results from SYSTEM than from all of the others put together. We notice that inquiries from your publication come from people of authority. The sample fend seems to be practically eliminated."

(Name on request)

**Has Never Missed an Issue**

"I believe I am one of the oldest advertisers in SYSTEM. I commenced in 1901 and I have never missed a single issue. It has paid me, rain or shine, winter and summer, and I have instructed my advertising agent to renew the ad for another year, notwithstanding the fact that you have raised your rates."

(Name on request)

**"I won't buy bulk space!"**

The experienced advertiser has long since discovered that the buying of mere bulk space is a costly proposition.

He demands quantity—yes. He *must* reach a large audience. But he is insisting also that this audience be definitely made up of people who can be persuaded to buy what he has to sell.

In short, he is cutting down selling cost—and actually increasing sales area—by selecting his prospects with greater care.

For twelve years SYSTEM has been building sales at low cost for hundreds of wise advertisers simply because SYSTEM, by its very nature, has selected the greatest buying market in the world—a vast audience of progressive business men—the very cream of America's total list of live prospects for any proposition which interests men, whether it be for the home, for personal use, or for the office. SYSTEM has no waste circulation—no women, no children, no poor, no idle rich. Its readers are men—*men only*—active business men who *buy from advertisements*.

And for this reason SYSTEM for over seven years has carried more advertising than any other standard magazine—a splendid proof of its stability and constant pulling power.

**SYSTEM will give you specific facts on the successful advertising of your product**

SYSTEM never asks an advertiser to take SYSTEM on faith. Step by step we have proved our points as we have made them to the advertising public.

We have here in our files specific information on practically every business which can be profitably advertised in SYSTEM—facts which demonstrate the economy of selecting your prospects by using SYSTEM's advertising pages. Ask us to prove our point in your particular case. A letter brings complete information—so mail it *now*.

44-60 East  
23rd Street  
NEW YORK

**SYSTEM**  
THE MAGAZINE OF BUSINESS

Wabash Ave.  
& Madison St.  
CHICAGO

## SOME FLIES IN THE ADVERTISING CREAM JUG

TWO FLIES IN PARTICULAR THAT ARE BUZZING AROUND—SOMETHING ABOUT THE "UNBRIDGED CHASM" BETWEEN EDITORIAL AND ADVERTISING DEPARTMENTS—WHAT SHOULD BE DONE

*By Truman A. DeWeese,*

Director of Publicity for The Shredded Wheat Company.

[Portion of address June 11, at the Baltimore Convention, A. A. C. of A.]

In a general way, it may be said that all advertising must appeal to the thinking classes. The ability to read and understand good English presupposes a certain standard of intelligence, and the desire to read newspapers or magazines evidences a taste for knowledge—sometimes a hunger for culture. Advertising reaches only the reading classes. It is well, therefore, to keep in mind some of the fundamental facts about advertising. The advertising solicitor talks so confidently and smoothly about selling "space" and "circulation" that the advertising director unconsciously drifts into the seller's view-point and actually begins to think that he is buying something tangible or concrete, when the truth is, he is only buying the opportunity to interest or attract the attention of a certain body of readers.

From the standpoint of a buyer of advertising I should say that advertising is seriously menaced by two dangers. In other words, there are two flies buzzing around in the advertising cream jug which threaten to spoil the feast if they cannot be removed. The effectiveness of advertising is seriously crippled by many irregularities and absurdities. Many of these abuses are gradually being wiped out, but the two absurdities to which I shall call attention have not been eradicated as yet, and they will have to be overcome through a gradual understanding of the practice of publicity and a study of the most effective methods of expending an appropriation to secure the largest returns.

The first danger to which I wish to call your attention is the tendency of the editorial management of newspapers and magazines to ignore the rights of the advertiser whose patronage is the chief source of revenue for the publications. This danger is a source of great discouragement and discomfiture to the national advertiser. There is in most newspaper and magazine offices an unbridged chasm between the editorial office and the business office. This does not always exist where the editor is owner of the publication and where the editor is a business man instead of a literary purveyor of rhetorical platitudes. This discouraging inconsistency in newspaper management is a survival of the old school of "journalism" where the revenue came from subscribers and when a great multiplication of industrial enterprises had not developed advertising to its present colossal proportions. In these days when journalism has become a manufacturing industry, however, there is no longer any excuse for a condition that does not insure the advertiser protection from the editorial or news columns.

### EDITORIAL HANDICAPS FOR ADVERTISERS

Several concerns, engaged in the manufacture of cereals, we will say, spend several thousand dollars in a magazine, and along comes the magazine with several pages of dreary, innocuous drivel, written by a so-called "doctor" or "food expert," who undertakes to tell the public that the food value of prepared cereals is overestimated and that the price is exorbitant and the claims to purity and cleanliness unfounded. These same concerns, we will say, spend thousands of dollars in newspapers, and along comes a long-haired professor who lectures before a women's club or a church organization and tells the women that breakfast cereals are a fake, that a few cents' worth of raw wheat will make ten dollars' worth of ordinary breakfast food and that the prepared foods are

deficient in body-building elements. All of which is carefully reported in the news columns of the paper in the town where the professor is delivering his lecture. It is worked up with the usual reportorial embellishments. It is also noted that a court decision that is against the interests of advertisers nearly always receives favorable editorial comment in the big influential newspapers.

Of course the advertising manager will disclaim all responsibility for the manifest injury done to the advertiser. After taking the advertiser's good money for the advertising he assures the advertiser that he is powerless to protect him from the reportorial bull in the editorial china shop. He doesn't have anything to do with the editorial direction of the paper, and when you buy advertising you must take your chances on being lampooned or pilloried by the editorial department. No question of veracity or scientific accuracy is considered. A reporter reported the statements of an irresponsible purveyor of half-baked opinions, and the city editor printed it and called it "news." If the reporter brought in a news article in which the product of the advertiser was mentioned it would be promptly blue-penciled out in accordance with the rules of the office. To mention the advertiser would be contrary to journalistic ethics and an affront to the fine editorial standards of a time-honored profession.

#### BETTER RULES OF PROCEDURE

The fact is, there should be in every well-ordered, well-managed newspaper or magazine office such an understanding and such rules of procedure that it would be impossible for a reporter or editor to injure the business of the advertiser. Having spent twenty years in the newspaper business in both editorial and business offices, I do not hesitate to affirm that such an arrangement is not only possible, but in strict accord with business sense. Unless this assurance can be given by owners of every publication it is but a ques-

## 70 Years

The

**SCIENTIFIC AMERICAN**

has for nearly 70 years recorded accurately, simply and interestingly the world's progress in scientific knowledge and industrial achievement.

**AND**

**PROGRESSIVE**

The current (June 7th) issue contains **53** columns of advertising—**12** columns (2400 lines) more than the corresponding issue of last year.

ALLAN C. HOFFMAN  
Advertising Manager

**MUNN & CO., Inc.**  
361 Broadway, New York

tion of time when the big advertisers will resort to other methods of acquainting the public with their product.

The other fly in the advertising cream jug that threatens to contaminate it with its dirty, germ-laden feet, is what I would call indecent advertising—advertising that affronts the public sense of decency and which makes a newspaper unfit to go into an American home.

This has no reference to the so-called "fraudulent advertising." There are agencies at work to secure legislation in various cities to punish fraudulent advertisers and to regulate the practice of advertising. PRINTERS' INK and other independent journals are promoting legislation that is calculated to eradicate this abuse.

My protest is against indecent advertising, the kind that panders to the lowest and vilest tendencies and tastes. My appeal is for the disinfection of the newspaper advertising columns. I have no objection to the advertising of the cough medicine that claims to cure a cough and yet does not always cure it. If this test were applied to physicians many of them would be in jail; but when the advertising columns of a newspaper are used to offer assistance to the vile beings who contract diseases through vice, or offer relief for those hapless derelicts who have abused or violated the most sacred obligations of life, I believe it is time for the state to get busy with its "chloride of lime."

The national advertiser has it in his power to compel a cleaning up of the newspaper advertising columns. If the advertiser of a clean, pure food product or other high-class commodity finds himself on a page of a newspaper in company with "nerve beans," "bust developers," whirling spray syringes, or with a lot of bald-headed or bewhiskered fakers who offer to cure the venereal diseases of men on the monthly payment plan and who print their pictures to convince the public that they are not escaped jailbirds, the advertiser should cancel

his advertising as soon as he can get a message on the wires.

The trouble comes from the counting room. The desire to sell every line of space regardless of the claims of the publisher that he is publishing a "newspaper" leads to the admission of advertising that is unclean and indecent. It is the news and editorial matter in a newspaper that gives value to the advertising. The advertising value decreases, therefore, as the news matter diminishes in quantity or interest. Many newspapers are carrying too much advertising. A few years ago when I was on the editorial staff of the Chicago *Record-Herald* I recall the fact that Marshall Field suddenly disappeared from the big Sunday editions of the Chicago papers and threw his advertising into the Monday morning newspapers, when they carry little advertising and when he stood out very conspicuously in small space. With much smaller space his advertising had more value in the Monday morning paper than in the Sunday edition because it was seen and read by more people and because it was surrounded by a greater mass of interesting news and editorial matter. If the newspapers are to retain their hold on national advertising they will have to set a limit on the number of lines of advertising admitted in any one edition.

Such a suggestion is apt to be greeted with a howl of derision by the publishing fraternity, and yet the time is coming when some sagacious publisher, who can see far enough ahead, will start the movement by announcing that hereafter the amount of advertising admitted to any one edition of his paper will be limited to ten thousand lines, or twenty thousand lines, depending on the size of the paper. Then watch the scramble of advertisers to get into his columns. Also observe the alacrity with which other publishers tumble into the band-wagon. Who will be the first to announce his determination to print a real newspaper and to insure a certain value to advertisers who patronize his columns?



**PLEASED WITH THE MAGAZINE.**

Chicago, May 28.—[Editor of The Tribune.]  
—Permit me, a perfect stranger to your city, to congratulate you on your splendid semi-monthly magazine section of May 25. I have been around this large world myself and must say that your publication of the above date contains stories of a nature to be appreciated by everybody. It is the bringing out of such an article as "The Coming Man of Mexico," that shows the mass of people the real situation of the politics of Mexico, that counts considerably toward the friendly feeling of our people toward Mexico. Your story, "Three Sheets in the Wind," is a great sea story and one of the finest I have ever read, and a great moral lies back of it. In fact, all the stories published reflect a great moral worth and are readable. P. E. KELLY, Majestic Hotel.

**SEMI-MONTHLY MAGAZINE  
SECTION OF**

*"America's Greatest Daily Papers"*

**1,850,000 CIRCULATION**

**The Abbott & Briggs Company  
General Managers**

CHICAGO

NEW YORK



## WHO SHOULD PAY THE ADVERTISING AGENT?

WHEN THIS QUESTION WAS FIRST DEBATED—ON WHAT GROUNDS THE AGENT OF 1873 BELIEVED A COMMISSION WAS DUE HIM FROM PUBLISHERS—SUGGESTION OF A COMMISSION OF MEN WHO HAVE THE LARGEST INTERESTS AT STAKE

*By J. M. Hopkins,*

Gen. Mgr., Printers' Ink Pub. Co.,  
N. Y.

[Portion of address before divisional meeting of newspapers, June 10, Baltimore Convention, A. A. C. of A.]

The first time we have any record of the commission question being taken up was at the Astor Hotel in New York City on Wednesday, April 16, 1873, at the second annual convention of general newspaper advertising agents.

The agent at that time claimed a commission was due him from publishers for securing, watching and guaranteeing payment on advertisements. Because of the fact that some publishers refused to recognize any claim to a commission on the part of an agent, the following resolution was adopted:

"That such action is an open and manly expression of the opinion that he will best serve his own interests by ignoring advertising agents; that agents in their turn should ignore such papers, except in cases where doing so would jeopardize the interests of advertisers, that in such cases the situation should be explained to the advertiser, who shall be requested to deal direct with the publisher; that if in any instance the advertiser insists upon dealing with papers of this class through the agent, he may then be charged a small sum to cover the cost of clerical service; and required to pay in advance, the object being to receive as little business as possible for any publisher who does not extend the usual recognition or commission to agents. But nothing of this resolution shall be construed as a criticism of the action of publishers who take the position described."

At that time it was the practice among some publishers, to send

out a statement to agents, using the words "This Price is Net. You must add your commission."

### FRANK MUNSEY'S VIEWS

In an address before the Sphinx Club, October 12, 1898, Mr. Frank Munsey made this statement:

"The advertising broker in the very nature of the case, is the representative of the advertiser. The advertiser puts his appropriation in the broker's hands, relying on his integrity, intelligence and experience to spend the money wisely and honestly. The broker, then, is in the employ of the advertiser, his trusted agent, and as such is entitled to a proper remuneration for his services. There is not an advertiser anywhere, a right-minded, sound business man, who does not recognize this fact and who is not ready and willing to pay the agent for his service. It is not the province of the publisher to pay this bill for the advertiser, any more than it is to pay for the shoes he wears or the food he eats."

Two days later Mr. Munsey sent out an announcement that on December 31, 1898, all commissions on his publications to advertising agents would cease. Had all other publishers taken this same stand, of course the system would have changed; but as they didn't, it must be that the great majority of publishers felt that in paying advertising agents a commission, they are paying this money in towards a general fund for the purpose of creating advertising. This commission pays the work of a force of agency men, which probably amounts to 2,000 salesmen, who are calling on manufacturers and showing them the selling power of advertising.

Possibly the present method of doing business would not be so open to criticism, if more discrimination were exercised in the recognition of agents. This is not a criticism of the A. N. P. A., nor its secretary, for they turn down a lot of requests and only recognize those which they evidently think are equal in ability to many who have been recognized for many years. This is,

I believe, where so much trouble lies. There are so many so-called advertising agents who are merely brokers of space, who haven't the slightest idea of what real service to an advertiser means. If an advertiser were to ask them their advice about getting distribution for a new product, it would be all Greek to them; and this type of agent cannot see that price maintenance has anything to do with advertising.

#### WOULD A COMMISSION BE ADVISABLE?

Do financial responsibility, experience, knowledge of the business, business principles, commercial morality play a sufficiently important part in the recognition of agents? Wouldn't it be a good thing for the publishing world if a commission were appointed, with full power to investigate every agent now recognized and see how many of them should lose their recognition? Wouldn't this benefit not only publishers but advertisers as well? Such action would prevent many an advertising failure, thereby giving the advertiser greater confidence in advertising and the publisher greater profits from continued business.

Last Thursday we refused a commission to an advertising agency reputed to be one of the largest in the country, and placing millions of dollars' worth of business annually. We did this because we know that agency is doing a great deal to harm the advertising business through its methods of making all the money it can in the shortest possible time from each client; and whether it drives the advertiser into the hands of a receiver or simply to another agency doesn't seem to matter, because it is out after new victims all the time.

When you publishers refuse a commission to such agents, the advertisers will have to go to advertising agents who do their business with as much regard for the advertisers' interests as their own, and who take a certain pride in being considered honest men.

It is not altogether a matter of *Whom Does the Advertising*

*Agent Represent?* but *Who Shall Represent Us?* that should interest the publisher. If men of the right calibre are in the agency business, and have established a reputation in the business world that justifies them in going to the head of any concern and presenting advertising to him in the manner it deserves, isn't it better for the whole advertising world to have 25 such agents than 700 others?

Advertising to-day is not a mysterious force that business men fail to understand; it is a legitimate enterprise and not a "black art"—although many people might be excused for believing it is, from the manner in which it is presented by some so-called advertising agents.

Your idea of giving commission to agents is for the purpose of their creating business for you, yet when you know some advertising agents are accepting business on a 5 per cent basis, you must know that there is not enough profit in such a transaction to allow them enough margin to afford to employ efficient salesmen to call on manufacturers who ought to be advertisers but are not.

#### CLASSIFICATION FOR AGENTS?

I am not sure but that you gentlemen could adopt a policy similar to that in force with the Poster Advertising Association. They have a method of classifying the different plants according to service rendered advertisers. A plant which is equipped in the most up-to-date manner possible, and whose methods of doing business are entirely up to the highest standard, is known as a Class AA plant, and gets a high rate for its service. Then in order come Class A and Class B, Class A getting a lower rate than Class AA, and Class B getting a lower rate than Class A. The directors of the Poster Advertising Association decide upon the classification of each plant.

It is possible that some adaptation of this plan could be worked out by newspaper publishers.

Recently an agency failed for

\$150,000, and as they have used a lot of newspaper space, this will mean a direct loss to newspaper publishers, except to a few who have foreign representatives who are equipped financially to shoulder this loss, where they guarantee payment on all accounts.

An agent who has been credited with placing over \$2,000,000 a year for a number of years, used the following arguments in the solicitation of an account for a national advertiser:

"During the last two or three years, a very large percentage of the money invested by you has been in large display space in the daily papers, and even though it may be considered by you as successful, it does not necessarily follow that the same amount of money invested in other directions, might not have produced a much larger effect.

"Experience has taught me that advertising in the daily papers is successful only when the article that is advertised, outside, of course, of bargain sales and things of that kind, is the article for which a decision to buy is arrived at on the spur of the moment.

"A little footnote on the front page of a newspaper reading 'When buying, look into the merits of the \_\_\_\_\_' would be a reminder to all of the people who have seen your advertisement elsewhere.

"An appropriation of \$50,000 per annum would cover all costs necessary for a very large development of your business, and would produce the effect of an appropriation four times that amount invested in the usual way through the daily press."

Here is the case of an advertiser who has built up a splendid business through newspaper advertising and is to-day advertising in the newspapers, but this is the point, gentlemen: You are still paying that agent a commission on any business you receive from him, no matter how hard he may try to *misrepresent* newspapers.

Why don't you find out all the agents who are *not* working in

your interests, nor in the interests of national advertisers, and refuse them recognition?

If you gentlemen want a complete analysis of the present condition in the publishing and advertising world, why not appoint a commission consisting of men who have the largest interests at stake—for instance, Mr. Ayer or George Batten, representing the advertising agents; Cyrus H. K. Curtis or George Hazen, representing the magazines; Victor Lawson or Wm. R. Hearst, representing the newspapers; W. A. Whitney, of the Orange - Judd Company, representing farm papers; Barron Collier, representing street cars; O. J. Gude or Thomas Cusack, representing painted display advertising; Barney Link or A. M. Briggs, representing poster advertising; Charles Phillips, representing trade papers; John A. Hill, representing technical papers—and have them conduct an investigation which would be reported at the next convention of the Associated Advertising Clubs.

By such action, you would have the most complete line of evidence on the exact situation affecting your interests, that could be secured in any possible way. Then you will know not only who should pay the advertising agent, but a great many other things that should be vital to the advertising and publishing world.

#### GARRISON WITH NICHOLS-FINN AGENCY

W. W. Garrison has resigned from the advertising department of the Hudson Motor Car Company, and on June 1 became associated with the Nichols-Finn Agency, of Chicago. Mr. Garrison was at one time in the copy department of Lord & Thomas.

#### STARR LEAVES "HEARST'S MAGAZINE"

Harold S. Starr, Southern representative of *Hearst's Magazine*, has resigned. He expects to spend several months in Europe, after which he will go into the tobacco business in the Southwest.

#### BERRIEN WITH STREET & FINNEY

J. G. Berrien, Eastern manager of *Collier's Weekly*, is leaving, July 1, to join the advertising agency of Street & Finney, New York.

# Your Working Time

is worth  
from 1 cent to 40 cents a minute  
according to your salary

Hundreds of minutes will be saved for you by the use of **THE PRACTICAL TYPOMETRE**—if you have anything to do with printing.

This little device determines how many words to write for a given space. Determines the size and style of body type for any given space—straight matter or an irregular mortise. Determines the depth (measure and type face decided) for any given number of words.

*It's there at a glance*

It is a handy-sized, quick-reference desk-card—simple and easily understood.

## "They Say":

**P. F. O'Keefe**  
Adv. Agency,  
Boston

My copy men have called my attention to the excellence of your Practical Typometre. Its advantages for the ready determination of the exact size of body type which will conform a piece of copy exactly to a given amount of space has met with their distinct approval. I believe that it is a valuable addition to the desk equipment of any advertising man or printer.

(Signed) P. F. O'KEEFE

**S. Willens & Co.**  
Chicago

It is time saving, eliminates unnecessary figuring, is accurate, and anything that will save these important items in the printing or advertising business is worthy of note.

(Signed) S. WILLENS

## The Printing Art

This Typometre seems to us to be one of the most useful things we have seen in a long time. It will certainly save much time and enable people to gauge things more accurately than by other methods. We believe that every advertising man who has occasion to prepare copy for the printer, the layout man in any establishment, and the foreman and

*Actual  
Size  
5 1-4 by 9  
inches*

*Four  
printings  
on the best  
linen bristol made*

compositor in the printing office, would find it of great help. (Signed) C. F. WHITMARSH.

## Taylor-Critchfield Co., Chicago

I wish to say that The Practical Typometre is a very practical thing, and one that any printer or copy writer who wished to get the exact number of words in a given space, can hardly do without. I find it a very easy matter, by the use of The Typometre, to designate to the compositors the size type to fit any given space. By the use of this card the copy writer will be enabled to know just exactly the number of words he should write, thus preventing friction between the copy writer and the printer over the matter of having too little or too much copy. In other words, I think it a very fine thing.

(Signed) CHAS. M. ICKES, Supt. Printing Department

**Price postpaid, 50c each, or 3 for \$1.00**

I sell **THE PRACTICAL TYPOMETRE** satisfaction-guaranteed-or-money-refunded. But no purchaser has yet asked for his money back.

SEND STAMPS, COIN, BILL, MONEY ORDER OR CHECK

**E. M. Dunbar, 12 Rowena St., Boston, Mass**

# DEJONGE ART MAT

The incomparable dull finish coated

## Observe Your Wife

Get her four or five catalogs of some article which she especially wants.

Watch how she will finally settle down with the one that is most attractive, and study its pages.

*The basis of all good printing is the stock.*

Give your important advertising literature the very maximum of effectiveness by printing it on the best stock to be had.

That's "DEJONGE'S."

There are sixty-seven years of experience back of it, and an organization with the facilities and determination to keep it the best.

That's what this trade-mark stands for.



Samples of work on "Dejonge Art Mat" and "Dejonge Puritan," or blank sheets, gladly sent on request.

**LOUIS DEJONGE & CO.**  
**NEW YORK** **CHICAGO**

The last word in enameled book stock

# DEJONGE PURITAN

## \$80,000 OF FREE SPACE GIVEN TO ADVERTISE ADVERTISING

MILLIONS IN CIRCULATION GIVEN BY SPACE-SELLERS OF ALL KINDS FROM MAGAZINES TO SPECIALTIES—RESULT OF ORGANIZED EFFORT FOLLOWING EXPERIENCE AT BOSTON AND DALLAS

The amount of advertising that advertising and the Advertising Convention at Baltimore have received as a result of organized activity of advertising men is set by Richard H. Waldo at not less than \$80,000. Mr. Waldo itemized this sum in his report for the general publicity committee of the A. A. C. of A. at the afternoon session in the Armory on Thursday afternoon, June 12. The report, which is in part as follows, tells the story.

It remains only to say that the amount of advertising has surpassed the fondest expectations of those concerned. The first real attempt to do something of the sort was made in preparation for the Boston convention, and its possibilities made so apparent there that a stronger effort was made in connection with the Dallas convention. The results of that and experience obtained have provided a foundation for the greatest success of all, which itself promises to be only a point of departure for something far larger in the future. Advertising men have come to practise the co-operation they are so prone to advise in other lines.

The report follows:

"When your committee organized to carry out the duties assigned to it, they dealt first with the duty assigned by you at the Dallas convention, of selecting an emblem for the national organization upon which an advertising campaign could be built. . . .

"The design brought forward by Lewellyn Pratt, director of specialty advertising, was finally the unanimous choice of your committee as the basis for the emblem that was chosen—the emblem that

is familiar to-day to millions of people in every part of the United States and Canada. . . . The simple word 'Truth' is, in its full dignity and strength, accepted as the greatest common denominator for advertising interests of every kind.

"The \$80,000 campaign which has been run this year has been possible only because the emblem is one behind which every advertising man is glad to stand, and it is not too much to say that in the years to come we shall have, in this emblem, a trade-mark whose value will run into the hundreds of thousands of dollars.

### WHAT THE COMMITTEE DID

"The real work of giving publicity at one and the same time to the convention, the city it is held in, and the emblem that blazons its ideal in a single word, was done by the committees. They severally attended to outdoor advertising, street car, magazine, trade paper, specialty, newspaper and Canadian advertising.

"Leroy Fairman did two men's work. He wrote all the copy which has been put before, probably, every intelligent person in the country in the weeks the publicity campaign has run. . . . He was also chairman of the trade paper committee, and, with his brother members, procured publicity in over one hundred trade papers, reaching from a half to three-quarters of a million progressive merchants, farmers, manufacturers, jobbers, engineers and business men generally. . . . In this great work he was ably assisted by his brother members, R. D. Baldwin, A. N. Fox, Harland J. Wright, C. M. Wessels, R. R. Shuman, A. E. Haswell and H. W. Fleming.

"The street-car committee displayed cards in over one thousand towns and cities, every car running in each having its card, and the service continuing for one month. The population thus reached exceeded ten million passengers per day for 30 days, meaning that these cards were viewed 313,000,000 times. The chairman of this committee was



Barron G. Collier; the 21,000 street-car cards contributed to the work through him tell the story of the committee's wonderful efficiency. . . . The service rendered, at regular rates, would have cost over \$10,000.

"The chairman of the Canadian advertising committee, W. G. Rook, makes a short report and modestly says that he does not think the committee has accomplished much. Would not any private advertiser feel that he was arousing all Canada when, as an incident of a campaign, a publisher of 300 weeklies offered to run his advertisement in as many bustling towns of that splendid country, in addition to which twenty-five of the very biggest dailies in Toronto, Montreal, Quebec, Halifax, etc., with a total circulation exceeding 600,000 copies, were glad to give space to convention advertising? Surely the thanks of this convention are due Mr. Rook and his co-laborers, K. S. Fenwick, C. S. Furness, C. T. Solomon, Geo. Bertram, D. O. McKinnon and H. B. Cowan.

#### THE MEDIUMS WHICH WORKED

"Charles D. Spalding was the able director of the magazine advertising committee, seconded by Henry D. Wilson, Allan C. Hoffman, R. G. Cholmeley-Jones and W. J. McIndoe. The total number of magazines carrying full-page advertisements was thirty-five, representing a combined circulation of 7,600,000.

"The specialty advertising committee consisted of L. E. Pratt, its director, and F. W. Gibson, E. N. Ferdon, H. C. Walker and W. K. Embleton. . . . Every member of the A. A. C. of A. received a beautiful ash-tray bearing the 'Truth' emblem, and a handsome calendar.

"The number of newspapers in the United States that gave support to the work by carrying, without charge, 50 inches of copy apiece, was over 100, having a total daily circulation of 5,500,000.

"The great luminous sign we have all seen here in Baltimore speaks brilliantly of the generos-

ity of O. J. Gude, director of the outdoor advertising committee.

"The Poster Association put up two thousand 24-sheet posters, distributed in every city where its branches exist, and 200 posters here in Baltimore—for this we must specially thank Charles T. Kindt and Barney Link of the Poster Association. The Paint Association by its president, Thomas Cusack, has painted large displays in many cities. The O. J. Gude Company, besides the big electric sign, has painted signs on the 'Great White Way' of New York and in Baltimore.

"For this elaborate outdoor publicity, whose circulation is wherever American sunlight falls and human eyes see, we owe a debt of gratitude to Mr. Gude and his associates on the outdoor advertising committee, Thomas Cusack, George L. Johnson, Charles T. Kindt, J. E. Shoemaker, E. C. Donnelly and H. J. Mahin."

In closing, the committee's report paid tribute to the work of the Press and Publicity Committee of the Advertising Club of Baltimore, under the leadership of Alfred I. Hart, and including the city editors of the Baltimore papers. Walter S. Hamburger, who edited *Conventionalities*, and wrote all the advertising copy of the committee, and V. J. Albert, business commercial manager of the Western Union Telegraph Company, who had promoted fullest use of the wires in reporting the proceedings of this convention, and sent despatches to all the advertising clubs in the larger cities urging arrangements for full newspaper use of the despatches.

#### ANOTHER ADVERTISING INVADER

The Molassine Company of America, a recently organized million dollar corporation, is planning an extensive advertising campaign for Molassine Meal. This enterprise is an offspring of the Molassine Company, Ltd., of London, England. It will take over the business formerly conducted by the L. C. Prince Company. The account is handled by the Franklin P. Shumway Company, of Boston.



## ADVERTISING PAGEANT THE "BEST YET"

THE FOOLING WHICH WAS ABSENT FROM THE CONVENTION SESSIONS MANIFESTS ITSELF IN APPROPRIATE SETTING—LOCAL TALENT IS KEPT BUSY

All Baltimore—including its army of visitors—slighted its desert Monday evening and hurried downtown to see one of the finest pageants that ever came to town.

It was advertising's fun-night. Two general sessions of the ninth convention were over, and the "live wires of the business world" laid aside their problems for a few hours to take part in an evening of carnival. Mounted police, bands of music, national guardsmen, city and state executives, advertising clubs from all over the continent and several from abroad, and finally a long array of tableaux in which nationally known characters in the world of advertisements came to life—all joined in a splendidly successful effort to give Baltimore an idea of what was going on "in its midst."

The parade moved out Baltimore street, the main business artery, a few minutes after eight o'clock. Thence, by a route that wound alternately eastward, westward and northward the long line traversed the city's old cobblestones and new asphalt to the Mount Royal plaza, in the northern central section. At the plaza the formations broke and the pageant ended in an *al fresco* carnival of red fire, serpentine, confetti and turkey-trotting.

Three entries near the head of the line drew rounds of applause everywhere. They were: Governor Goldsborough of Maryland, in a barouche drawn by four big black horses; Mayor Preston of Baltimore, behind four more horses a shade blacker, and Coleman and Shay in a third carriage, whose quartet of steeds were blackest of all. Shay's smile, as he doffed a Panama hat whose size should make it famous, was

that of a tired but happy man.

The Toronto crowd was playful all along the way. "Maybe they dance around because their knees are cold," said a little girl in the crowd, referring to their Scottish kilties.

### CHICAGO IS ADMIRER

The Chicago men, in immaculate evening dress, got many an admiring "A-a-h!" from feminine lips.

One of the big hits of the evening was made by the Town Criers' Club, of Waterloo, Iowa. This organization had a big turnout of real "live ones." They were rigged out in long linen dusters and very rural-looking straw hats; each man swung a town crier's bell; they were ever ready to sing, cheer, or do a bit of "tango"—all for "Ioway, she's style all the while, all the while."

Boston's Pilgrims lived up to the reputation they created when they landed here Saturday morning. They were many; their division had sub-divisions of Puritans, Indians, minute-men, plain Pilgrims—and one member was carried over the route giving a lifelike impersonation of a Boston bean.

Both cheers and "boos" greeted the suffragettes. But, judging by looks alone, they deserved not a "boo." They were an exceptionally good-looking company of young women; some of them rode big white horses; others, in flowing Roman costumes, drove prancing grays hitched to circus chariots of the latest model.

Portland, Oregon's, "Rose Maid," Los Angeles' charming orange girls and the Fort Worth, Texas, cowboys—who rode fractious hobby-horses which continually dashed into the spectators—and numerous other attractions gained more than the usual share of applause.

### COVELL LEAVES MACEY

L. C. Covell, for nine years advertising manager and assistant sales manager of The Macey Company, announces his retirement on July 1, to engage in the printing business.

## MAKING CIRCULATION STATEMENTS MORE PURPOSEFUL

NEWSPAPERS SHOULD TAKE ADVERTISERS INTO THEIR CONFIDENCE—ANALYSIS OF CIRCULATION THAT SHOWS IMPORTANT FACTS—MAIL CANVASSES AS MEANS OF ASCERTAINING INFORMATION

*By Fleming Newbold,*

Bus. Mgr., Washington (D. C.) *Evening Star.*

[Portion of address made June 10 before the newspaper divisional meeting at Baltimore of the A. A. C. of A.]

When the newspapers generally take the advertisers into their confidence regarding circulation and all the elements in connection with it, greater results to the newspapers and advertisers will follow. There is a growing spirit among newspapers to do this, and for the publishers in the different cities to pull together for a better understanding.

The illegitimate is being eliminated and newspaper publishers are appealing to their advertising patrons to be in good company with other clean and wholesome advertising that is appearing in their columns.

The general advertiser is invited to make his announcements along with the great retail stores that print the first news of the bargains in the daily newspapers. The seller and buyer both profit by meeting in this market place, and no manufacturer can afford to shut his eyes to the great advantage of being in such company at the moment.

The merchandising world is studying more carefully than ever the subject of advertising and the value of newspaper advertising is reflected in its phenomenal growth. In just the proportion that this study is increased will newspaper advertising increase. It is not the easiest means to distribute a large appropriation through the newspapers, but if thoroughly studied and worked out, it stands alone for profitable results.

The advertiser must carefully

consider the field and his product. After determining the field, the medium must be selected. It is therefore up to the newspapers and to their unquestioned advantage that the fullest information be of easy access.

The great Association of American Advertisers is examining into the circulation books and reports of the newspaper offices of the country. They are going deep into the subject for their members, as far as auditing is concerned. It should be a fixed principle with newspapers that a man who buys advertising has a perfect right not only to know the mere figures, but all about the circulation. If he buys a piece of goods, he not only wants to know the number of yards, but the width, strength, quality, etc., and so it is if he buys circulation—he wants to know all about it.

### WHAT COUNTS IN CIRCULATION

In determining the value of a newspaper as an advertising medium, of course, the figures are of the first importance. The total net figures of the bona fide circulation are the figures to start with. The gross press count, the net press count, the returns, etc., mean nothing except for purposes of auditing. The bona fide circulation is the popular vote in the community for the favorite newspaper.

There is such a wide variety of newspapers and such a difference in readers that the value of any circulation to an advertiser cannot possibly be determined by the mere figures alone.

The character of a newspaper is the composite of those who produce and manage it, and the advertising that appears in its columns carries in a measure whatever influence the paper has with its readers.

In considering a paper as an advertising medium, the editorial independence and local standing of the newspaper should be of prime importance to the advertiser.

The care and thoroughness with which the paper is read also enter into the estimate of its

value to a great extent. The paper may be read casually by the people who buy it, or it may be a paper that is delivered into the home or carried into the home and there read by the entire family. This, of course, to the vast majority of advertisers, is the circulation most sought, because it is the circulation of the most unquestioned value.

The most effective way to find out the relative circulation in the homes of each newspaper in any city is to conduct an impartial newspaper census of a definite portion of the population. Such a census can be made through the mail or by direct solicitation. Personally, I have used both methods with equally satisfactory results. Such a census could be made general by canvassing every house on a representative street until 500 or 1,000 calls were made, or another method would be to take representative squares in five or six different sections of the city and canvass every house in each square until an equal number of calls had been made.

In taking a general newspaper census by mail to obtain 1,000 answers, 5,000 inquiries should be sent to names taken at random from the city directory, as only about 20 per cent will reply.

If any particular advertiser should want to find out the extent to which the different papers are read by any class in any city, the inquiries could be made by mail by addressing all or any number of any class taken from the local telephone directory, such as attorneys, physicians, grocers, etc.

I have been requested to suggest an effective means of making newspaper circulation statements more purposeful. In this connection I would recommend that the newspaper division of the Associated Advertising Clubs of America prepare a form and furnish it to the local advertising clubs, in order that they might prepare a comprehensive statement about the newspapers in the different cities, showing how thoroughly each particular city is covered, and have such statements sent direct to the manufacturer through the local

dealers or retail merchants' association. This would force the manufacturers of nationally distributed goods to pay more attention to creating a direct demand for their goods upon the local stores. Furnishing the forms from this association would insure uniformity and carry some authority. A committee of the local advertising club in each city could invite the different newspapers to co-operate in furnishing the circulation data, etc., to present to the manufacturer.

Every newspaper can give splendid arguments as to its usefulness to the national advertiser. In this way the whole situation could be presented to an advertiser in a comprehensive form, and his selection of any or all of the newspapers would naturally follow. The newspapers from any city presenting a united front through a retail merchants' association, instead of each one trying to belittle the other, as is sometimes done, would have splendid effect upon the manufacturer.

The retail merchants' association in each city should be glad to co-operate with the newspapers and the local ad clubs, as the information obtained by the local advertising club would be of recognized value to them in placing their own appropriation for local advertising.

I offer the above suggestion in the hope that it will be discussed and some definite action taken at this meeting.

#### MONTGOMERY WARD'S NEW YORK BRANCH

Arrangements for the opening of a New York house by Montgomery Ward & Co., the Chicago mail-order firm, are being pushed rapidly to completion, and about the beginning of September, or perhaps earlier, the business will be established on a working basis, under skilful and experienced management.

The firm has taken the lease for a long term of a reinforced concrete building at the Baltic terminal of the New York Dock Company in South Brooklyn, which covers an entire city block and is six stories high. The plant is equipped with ample railway and dock facilities.

The general management of the enterprise is vested in W. M. Townsend, who for many years was general manager of the Chicago house.—*New York Journal of Commerce.*

## U. S. TIRE COMPANY ABOLISHES ITS ADVERTISING DEPARTMENT

It became known the latter part of last week that the United States Tire Company, of New York, had abruptly abolished its advertising department, and that the Van Cleve agency will take over the whole management of the publicity. As a result of this stroke, George C. Hubbs, the advertising manager, and the twenty people in his department automatically cease their duties.

There has been no hint of what was to take place. Mr. Hubbs was summoned from a session of the annual convention of the A. N. A. M. held last week in New York, and informed of the decision of the directors. It is rumored that the motive was one of economy, the idea being that the company would save about sixty thousand dollars a year—the salaries of the advertising staff and the rent of the offices—by letting an agency do all the work.

Mr. Hubbs was advertising manager of the United States Tire Company for two years and a half. When he assumed his duties, there was absolutely no department—not even a desk, he said, to a PRINTERS' INK reporter. His big feat was that of advertising out of existence the several brands that the corporation took over and substituting for them in the public mind the name of U. S. Tires. How this was done has been described at length in PRINTERS' INK.

The campaign has been a big one: newspapers, magazines, posters, painted display, electric signs, and trade journals being used liberally. From 140 to 160 newspapers were on the list in the cities above 50,000 population, and from 400 to 500 in smaller cities.

The department, which thus passes out of existence, had charge not only of the advertising of the U. S. Tires, but also of the U. S. Rubber Company and of the Revere Rubber Company, which makes Springstep Rubber heels.

Mr. Hubbs states that he has made no plans for the future.

## "DIRECT REPLIES" FROM SMALL BOYS

Col. B. E. Wallace, owner of the Hagenbeck-Wallace circus, which had a week's run in Philadelphia recently, is a great believer in advertising, but believes that it should be subject to limitations. To Adam Forepaugh, a Philadelphian and former well-known circus man, and several others, he told the following little story to illustrate his point:

"Three years ago we were exhibiting for a week in San Francisco. One night I was standing near the main entrance. The big show had already started. I noticed a small boy crying softly.

"What is the trouble, my boy?" I said. 'Haven't you any money to go to the show with?'

"No, sir, not a penny in the world," he replied, and the honest, childlike look in his eyes sent the remark home.

"Well, why didn't you carry water for the elephants and get a free ticket?" I went on.

"I would have mister, but my mamma is sick and I had to stay with her."

"Very well, my little man, you can see the big show all free. Hustle in quick."

"Sitting over near the front door was one of my press agents, smoking a Turkish cigarette. He had listened to the little dialogue and the next morning I read of the little incident in one of the papers.

"The next night there were two hundred small boys standing about the main entrance, whimpering and crying, waiting to be asked why they did not carry water to the elephants. Well, I should say there must be some limitations to advertising."

And the millionaire showman chuckled good-naturedly.

## CALIFORNIA CELEBRATES

The members of the California delegation celebrated Los Angeles Night at the Belvedere, June 10. Douglas White, who is a member of the Los Angeles delegation and also industrial agent of the Salt Lake railways, was master of ceremonies. More than 3,000 bottles of California wine, hundreds of dozens of oranges, 5,000 poppy-dyed ostrich plumes and thousands of California roses were distributed. The Californians brought with them a huge pasteboard orange. This orange was opened during the festivities and 3,000 addressed letters sent by Californians to their Baltimore friends and relatives were mailed from the Belvedere.

It is announced that *Uncle Remus' Magazine* has been purchased by Walter Pulitzer for the Pulitzer Magazine Co. It is to be merged with *Pulitzer's Magazine* and published from New York.



## The Voice of Reconstruction

When a flood sweeps over a vast area, desolating the cities and towns which lie in its course, the appeal for assistance gets a unanimous response from the whole country.

With all commercial and social order wiped out, an afflicted community is unable to do for itself. It must draw upon the resources of the nation of which it is a part.

In such an emergency, the telephone gives its greatest service when it carries the voice of dis-

treass to the outside world, and the voice of the outside world back to those suffering.

At the most critical time, the nearest telephone connected and working in the Bell System affords instant communication with distant places.

And always the Bell System, with its extensive resources and reserve means, is able to restore its service promptly, and in facilitating the work of rebuilding, performs one of its highest civic functions.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES**

***Every Bell Telephone is the Center of the System***

## FACTS WANTED ABOUT TECHNICAL PAPER CIRCULATION

WHY TECHNICAL ADVERTISERS HAVE  
A PARTICULAR INTEREST IN CER-  
TAIN CIRCULATION FACTS—SER-  
VICE WHICH HELPS THE PUBLISH-  
ER SELL HIS PRODUCT

*By Fred R. Davis,*

Advertising Department, General Elec-  
tric Co., Schenectady, N. Y., and  
president of the Technical  
Publicity Association.

[Portion of address before technical  
publications, June 10, Baltimore Con-  
vention, A. A. C. of A.]

The technical advertiser studies his fields, spots their locations, analyzes the sales opportunities therein, formulates the probable process of selection and purchase of his product in that field, and finally, puts his finger mentally on the individual or group of men he must convince in order to sell his product.

When an advertiser knows his field as he should, and the buying channels for his product, and plans his advertising in that field, he defines the proper circulation for a technical paper from his standpoint alone.

By proper circulation he means a sufficient number in the right location reaching the particular men he has in mind.

The publisher unfortunately does not always realize that the advertiser's desire for a statement of circulation by states or cities even, is prompted by his desire to determine how closely the paper's distribution coincides with the ideal in the advertiser's mind.

Neither does he realize that a classified statement of circulation by occupations or kinds of business is of vital importance to the advertiser whose product must be sold through certain definite channels within the field of the paper.

And when the publisher is told that classified circulation means not only classified in kind but in number and location also, he may feel that he is dealing with a very peculiar kind of advertiser.

This may be due partly to the fact that he is unable to supply the information and partly to the

fact that he cannot see what difference it makes anyway, so long as his paper "covers the field." Or, if he doesn't say it covers the field, we may be sure to hear that it "reaches the buying influence" or the purchasing power of the field.

These statements may satisfy many advertisers and to go further in our requirements may work a hardship on some publishers.

### "PROPER CIRCULATION" DIFFERS WITH DIFFERENT PRODUCTS

But when they ask "what is the proper circulation of a technical paper?" they must ask the question of each advertiser. One answer will not be acceptable to all advertisers.

The best thing for the publisher to do is to prepare for himself a census of his subscribers according to the character of the field covered by his paper. This will cost money, but it may show him some surprising things about his own business. With it he can show his advertisers some things they want to know and cannot learn in any other way.

With this information the publisher can give even his best advertising salesman just the material he needs to be of greatest service to inexperienced or heedless advertisers. In this way it forms a direct asset in the hands of the publisher. Service is a great sales builder. In dealing with experienced or careful advertisers a census of subscribers of a technical paper saves time, effort and expense for the high-grade advertising salesman.

That type of advertiser usually knows his marketing channels in the field reached by the paper. He decides for himself as to the editorial standing of that paper with its subscribers. But he may be using the paper because of its apparent character without using it to its full carrying capacity for his product. Or, he may have overloaded the paper because of a natural tendency to follow the crowd attracted to the paper as he has been, by its superior appearance and editorial excellence.



The publisher himself can learn much from a census of his subscribers, because they represent not only his market, but the market for his advertisers. This statement assumes that the publisher operates his business on lines that involve commercial ideals in selling his product, and that his is a real business proposition.

The publisher must employ the same methods in marketing his product as the advertiser does. And he must do it first because on his success in marketing his true product depends his greater success in marketing his by-product. For in the publishing business as in some others, the most valuable branch is based on the sale of a by-product.

The revenue obtained from the sale of advertising space has become such an important factor in the publishing business that the maintenance of the proper editorial service is recognized as a necessity, because, without the manufacture of the natural product, it would be impossible to market any by-product.

In other words, the proper circulation of a technical paper implies the highest type of editorial service and the highest type of business ability in marketing that editorial service.

The advertiser in technical papers needs only to be shown the evidence of proper circulation. He does not have to be told what it is when he sees it. A statement of paid full price annual subscribers, classified as to kinds, counted as to locations and guaranteed as to quantity by a publisher whose financial rating is sound, will be welcomed by the advertiser.

#### PERSONALIZING THE HOUSE

THE TIMKEN ROLLER BEARING CO.  
DETROIT, May 28, 1913.

Editor of PRINTERS' INK:

There is one important point about house-organ copy which has not been sufficiently impressed on the men higher up in many manufacturing concerns. This is the prime importance of *personalizing* and *humanizing* the company. The interest-compelling writer does this by playing up the individuals in the organization.

These personalities appeal to customers and prospects, whereas there is

something repellent about the "cold, soulless, impersonal corporation," as such. To overcome this inborn prejudice against the company, it is good policy to give the persons in the organization full credit, keeping the corporation somewhat in the background. People are more interested in people than they are in things. Quoting department heads and other company characters direct is one way to personalize copy, yet it loses none of its selling force.

Many corporations issue positive orders against mentioning the names of employees in house-organs. The company is the great "I Am" and must be given credit for everything.

This is a big mistake. It's *human beings who make the company*. It's human beings who read house-organ copy, and they will never warm up to the impersonal corporation, while they do take a lively interest in the personalities of a big institution from office boy and truck pusher to general manager, and they like to read about the parts they play in making, moving, and selling the goods.

Sugarcoating and *personalizing* house-organ copy is the great secret why some publications have the personality and punch which sell the goods, while others are so impersonal in their tone, so utterly devoid of personal—not *thing*—interest, that they are thrown in the waste basket.

MYRON TOWNSEND.

#### PRESS AGENTS AS MACAULEY SAW THEM

Frantic efforts are made by certain advertisers to obtain the publication of what used to be called "puffs"—the modern "editorial notices." These things have little advertising value. There is nothing new about them and they are not nearly so well-written as the old-fashioned puffs, which date back a long way. Macaulay mentions them in the famous attack on Montgomery's poems (April, 1830) which I quote:

"The puffing of books is now so shamefully and so successfully carried on that it is the duty of all who are anxious for the purity of the national taste, or for the honor of the literary character, to join in discountenancing the practice. All the pens that ever were employed in magnifying Bish's lucky office, Romani's fleecy hosiery, Packwood's razor strops and Rowland's Kalydor, all the placard-bearers of Dr. Eady, all the wall-chalkers of Day & Martin, seem to have taken service with the poets and novelists of this generation."

Macaulay pours scorn upon the publishers' "write-ups" of his time, "with which the newspapers are filled whenever an attorney's clerk or an apothecary's assistant undertakes to tell the public in bad English and worse French, how people tie their neckcloths and eat their dinners in Grosvenor Square." But he quotes examples of what would now be called press-agents' work, showing more merit and ingenuity than the average of the free notices which incautious newspapers publish nowadays.—*The Consultant, London.*



## WHAT THE GENERAL ADVERTISER ASKS OF THE PUBLISHER

QUANTITY AND QUALITY OF CIRCULATIONS PLAINLY STATED —  
EQUITABLE AGENCY RELATIONSHIPS—THE COMING PROBLEM  
IS ONE OF MERCHANDISING

By O. C. Harn,

Advertising Manager, National Lead Co., New York.

[Portion of address before the Associated Advertising Clubs of America at Baltimore, June 9.]

Many advertisers, not long ago, were chagrined to learn by a sale of a certain Western periodical that the circulation they had been paying for on the assurance that it numbered 128,000 real live buyers actually possessed but 63,000 subscribers. A shortage of 50 in every 100 pounds of iron you buy, or 500 in every 1,000 units of any raw material supposed to be delivered to you, would be quite a tax on any business—quite an advantage to present to a competitor. A member of this organization told me but recently that he had been interested in a periodical which had been represented as having 280,000 subscribers. Investigation of the property showed that the actual circulation was 185,000.

As national advertisers our first request for help in solving our problem is that publishers shall give us every facility possible for knowing just how many people take their mediums.

The great mass of publishers, while admitting the right of the advertiser to know the facts, still insist that the advertiser shall take the publisher's unsupported statement for it.

This is, of course, insufficient. Fortunately the publishers whose word you would take most readily are the very ones who recognize the inadequacy of the publisher's unsupported circulation statement to meet the situation. Dismiss from your thought that to ask proof of circulation is to question anyone's veracity.

In fact, in the last analysis, to demand iron-clad proofs of all

publishers is really a measure to protect the truth-telling publisher, quite as much as to protect the buyer of space. The only plausible excuse I ever heard for not making a statement of actual circulation is that in comparison with the lie of the irresponsible publisher, the truth about the reliable publication sometimes looks small and puts the worthy publisher at a disadvantage.

### MERE "SPACE SELLERS" CONDEMNED

All that has gone before, has to do with the mere quantity of our purchase. That settled, the advertiser wants to know more.

Of all the sellers of advertising opportunity, publishers and the others mentioned heretofore, we ask information which will enable us to judge whether or not the people whom their particular mediums reach are the people to whom it would pay us to advertise.

No seller of advertising service is in duty bound to give this information, not in the same sense that he is obliged to give information about quantity. But it is to his advantage to do so, just as far as he can.

There are still some "space sellers" holding jobs on modern periodicals. At least their publications bear 1913 date lines. Further modernism I will not guarantee. A few men still remain who come around with a page to sell us in a certain issue. But the real constructive publisher or publishers' representative to-day is the man who thinks in campaigns, breathes service and sells opportunity!

To such a man, "white space" is never thought of as a vendable commodity. He knows that there are just as many square inches in a column of the "Bugtown Bugle" as in a column of the "Metropolitan Meteor"—just as much white space in a page of a church programme as in a page of the magazine for which a half-million readers let go their eager money every month.

Let's stop talking about "white space." Let us buy and sell advertising opportunity.

# 35,879 Answers to Advertisements



Letter Racks at the New York Herald Office

The New York Herald on May 19th last received 35,879 letters addressed to its advertisers. This is the kind of evidence that cannot be successfully contradicted in any court of advertising. It pays to reach the Herald readers.

## NEW YORK HERALD

I have heard publishers complain that advertisers these days are asking fool questions. I agree absolutely. The representative of a well-known group of farm publications told me the other day that his office had received a request from a prospective advertiser for "their circulation by counties." That was some order, considering the several periodicals together. It would have cost several hundred dollars to compile the information. So the advertiser was asked if he wanted it for all the papers, or just one or two. The answer came back he required only the one circulating in New England.

#### MEET ADVERTISERS HALF-WAY

This was given. Later it developed that all the advertiser really needed was the circulation the paper had in the *tobacco counties along the Connecticut River!*

This could have been given him in three-quarters of an hour and at trifling expense.

Now that advertiser was on the right track. He knew that to make his advertising effective, he must eliminate waste. He must get a medium which would hit where the punch was needed. He didn't ask his question very intelligently, but, fortunately for him, the publisher really wanted to help the advertiser to get results and was willing to go more than halfway to find out just what he needed.

I beg of you to do likewise—to meet us halfway in our efforts to learn how to use the opportunity you have for sale. It will pay you as well as us. Be patient with our fool questions. Try to see what we are driving at and give us that.

The second great problem the advertiser has and which we ask your aid in solving, is to secure adequate aid in preparing our advertising message, and to have the compensation equably assessed for this service.

At the present time by far the most important source of this outside aid to the advertiser is the so-called service agency.

I am glad to pay a well-de-

served tribute to the many men who, as general agents, have served and are serving the cause of advertising brilliantly, faithfully and resultfully. We owe much to them. They have blazed many a trail where there had been no precedent and they are in the van to-day.

In saying, therefore, that the present agency system is faulty I do not in any way detract from the honor due those of our agents who have played the game fairly under the rules as laid down.

The present system of agency operation is faulty, from the advertiser's standpoint, because the agent is the publisher's man. The agent may protest against this classification, but as long as he is paid by the publisher, and that too in proportion to the amount of business he throws to the publisher, the classification will stand in any unbiased court. No matter how fair and honest an agent may be, and I yield to no one in admiration for the personal qualities of many of the exponents of this profession, it is a human impossibility for him to advise against his own bread and butter.

#### WOULD ABOLISH CONTRACT SYSTEM

Moreover, the commission system is a crude and inequable method of imposing the cost of keeping up a service organization. That there are many reasons rooted in the history of the agency's development why it would be difficult to change the conditions now, I readily admit. But a thing which is fundamentally wrong cannot always endure. Force of circumstances may enable you to maintain the status quo for a time in the face of protest. But at the first opportunity, irritation will become successful revolt. Would it not be better to begin now to build a broader and solidier foundation, rather than wait until conditions ripen for the overthrow of a system which is certainly now an inverted pyramid?

We do not advocate any sudden change which would destroy honest businesses built up under conditions as they have existed. The first step in gradually changing a

discredited and anomalous condition would be to abolish the present contract system between publisher and agent whereby the agent agrees not to divide any of his commission with his client.

This would not correct the evil entirely, but it would be a step in the right direction. The agent and his client could then contract together as to the worth of the agent's services without interference from the publisher.

Certainly, this right ought to be enjoyed by agent and advertiser. What business is it of the publisher's?

I have heard it urged that the advertiser is inconsistent in denying the right of the publisher to insist upon the maintenance by the agent of his card rate to the advertiser, because most national advertisers are advocates of the maintenance of resale prices. The suggestion is clever, but fallacious. The fallacy lies in the assumption that *what the agent sells the advertiser, is the same thing that the agent buys from the publisher.* This is not the case. The agent adds a service to the space and circulation.

If you will grant that the manufacturer of artists' paper should be able to dictate a uniform resale price for his sheets, even after artists of varying fame and ability have drawn pictures upon them, I will concede the right of the publisher to dictate the price of his space plus the value which agents of various abilities may add to it.

It is admitted by both publisher and agent that the service agency's standard commission of ten to fifteen per cent is not granted wholly for the service performed for the publisher. Part of it is for service performed for the advertiser. Therefore, it follows that the publisher is in reality charging a higher card price than his wares are worth, and in doing so is simply forcibly collecting the agent's fee from the advertiser. Moreover, in so doing, the publisher assumes to decide what the agent's services are worth to the advertiser. This we consider unwarranted meddling. Let the

publisher protect the agent, if he wishes—even fix a reasonable price, if he wishes, which will recompense the agent for his work as the publisher's solicitor—but let him keep his hands off beyond that point. Let the agent decide how much of the balance of the discount he receives shall be retained by him as compensation for the services he renders to the advertiser.

#### LYING ADS HURT

The third request we make is that those who sell us advertising opportunity shall do every reasonable thing to make our advertising resultful. Especially we ask you not to do anything deliberately to defeat our efforts.

"Another absurdity," you say. "Of course we wouldn't do anything to block your efforts. It is to the publishers' interests that advertising should pay."

That is obvious, yet publishers do help to make our advertising less efficient than it might be by publishing unworthy and objectionable advertising. It must be evident to everyone who has studied the subject of selling that buyers are frequently slow to buy because they do not believe the seller's statements. Lying is therefore a retarding influence. If it slows up dealing it is expensive. It costs that much more to put every deal through. We cannot do much to control lying in word-of-mouth bargaining, but we can do a lot toward controlling misrepresentation in advertisements.

The last request I shall make in behalf of national advertisers is that all who are interested in our advertising success shall aid us in securing an unobstructed passage for our merchandise from the factory to the person who has been led by our advertising to want our goods.

To those of us who must distribute our merchandise through the trade, dealer co-operation, or at least the absence of dealer hostility, is essential.

Dealer hostility may be manifested in two ways. First, by substituting other goods for the prod-

uct asked for. Second, by cutting the advertiser's set price without the latter's permission.

The dealer believes that both these practices of which we complain are his natural right. To show him that neither one is his right, and moreover that neither one is to his own advantage, must be the object of educational work. This education can be greatly aided by the publishers of advertising mediums.

If any of you publishers are not yourselves convinced that the advertising manufacturer's rights are being invaded by substitution and price-cutting; if you do not yourselves see clearly that the retailer is dragging himself to ruin by these practices, we invite you to a friendly discussion of the subject. It will not take long to show you clearly that you will be conferring upon the dealers of this country an immeasurable benefit as well as helping yourselves and us by actively joining with us in spreading a sane sentiment on these subjects in every community.

#### MERCHANDISING THE REAL PROBLEM FOR A FEW YEARS

The great advertising question of the next few years will not be a question of advertising at all. It is going to be a question of merchandising; a question not of sowing seed but of bringing in the harvest; a question not of winning the reader but of establishing surer communication with him.

The fact is, there is something "crooked" in present merchandising methods. I use the word "crooked" advisedly; but I do not mean that anyone is a crook. The thing that is crooked is the mental eyesight of a whole lot of people. One of these who is suffering from inability to see straight is the average dealer. We have got to straighten his eyes.

He does not mean to do anything wrong. He simply doesn't see straight. When he substitutes he thinks: "I'm a merchant. I'll sell what I please. Otherwise I'm a mere mechanical doll."

He doesn't realize that he is appropriating something that doesn't belong to him. That thing is the

demand which another man has honestly built up for his own goods.

It is the same with the question of price-cutting. The dealer says: "When I have bought and paid for an article it's mine and I'll sell it for what I please." And unhappily the courts and legislators seem just now to agree with him. But he is wrong. Moreover, the average dealer is digging his own grave by holding to his fallacy. His real enemy is the retail competitor who is bigger than he and can slash deeper and on more lines than he can. Some of the retailers are already seeing the light and are crying for the manufacturer to save them from the big price-cutters. But the manufacturers cannot help them unless they will give up their false pride and so-called independence; unless they will join with the manufacturers to secure from lawmakers and courts and public recognition of the fact that in business a good name is a tangible asset; that the appropriation of that good name by another to serve the latter's private ends is no better than theft!

No hold-up of the public need be feared. As Louis Brandeis has said so patly, the manufacturer maintains his resale price at his own peril. If he puts it too high the competing article at the more reasonable price will be bought.

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#### PROOF ENOUGH FOR HIM

THE FAVORITE STOVE AND RANGE CO.  
PIQUA, O., May 21, 1913.

Editor of PRINTERS' INK:

Let me assure you that PRINTERS' INK is evidently carefully read by its subscribers. My mail, for the week following the publication of your issue of April 24, was flooded with letters regarding my article on "Binding Customers Closer to the House" in that number.

I received letters from California and Massachusetts, from Minnesota and Louisiana. Several manufacturers have sent me express shipments of their advertising matter going to dealers for criticism. The Universities of Wisconsin, Arizona and Missouri requested copies of our selling literature.

This has convinced me that "nearly everybody in the advertising business reads PRINTERS' INK."

J. A. UNDERWOOD,  
Mgt. Adv. Dept.

# MOTOR LIFE

## "The Magazine Car-owners Read"

UNCLE SAM CLAIMS there are 600,000 families in the United States who own one or more pleasure cars.

These families represent, to a great extent, the most prosperous families in America.

Of this number, one in every fourteen buys and reads "MOTOR LIFE" each month.

\* \* \*

You can't very well over-estimate the buying powers of that unusual clientele. They have the means and the inclination to buy whatever will add to their pleasure or comfort.

The mere fact that they own automobiles indicates a desire for pleasure, recreation and travel.

They buy and read "MOTOR LIFE" because it pertains so closely to their favorite diversion. It is a class paper written and illustrated solely to interest *them*. They are more than just "moneyed" readers. The magazine is *their* magazine; their interest in it is intimate and personal.

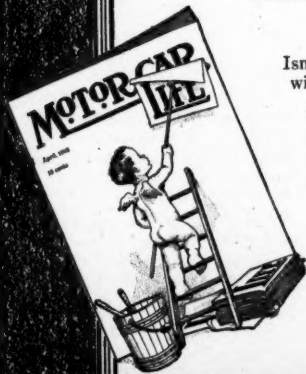
\* \* \*

Isn't this quality circulation — without waste?

The rate, per line, per thousand net paid circulation (with a cash rebate for any shortage) is less than three-quarters of a cent.

### Motor Life Pub. Co.

Motor Life Building 337 W. 38th St.  
New York, N. Y.





# Advertising Man Wanted

Oh! for a sensible, young advertising man.

Once I employed a man 25 years old, who was assistant advertising manager in a large Eastern department store.

He is energetic—quick—thoughtful—ingenious. Writes well, thinks fast and sensible—enthuses over his work—you can feel it in his copy—has courage and will soon make a crackerjack salesman.

He worked under a big man, but his chances for advancement were slow because the work did not permit of sufficient expansion to harmonize with his energy and ambition—so he came to me and now he is on the road to a real man's job—in a short time he will be bigger in every way than the big man he left.

His opportunity in life is now limited only by his own development.

I want another man just like him—a plain, sensible advertising man who knows that advertising is not all there is to business success—who un-

derstands that the owner of a successful business is smarter than the advertising department—that advertising is not a mystery, but the simple application of common sense.

The kind of a man I want has much to learn—he knows it and is eager to concentrate all his force and ambition on the job before him, believing that through his own development he can go as far as he likes.

To this man I hold out much hope.

I will help him to become a producer—a bigger and better man.

I want only a young man who is a comer.

A man of Western and small town experience preferred.

Write your experience—send samples of your work—a photo of yourself—the salary you are getting—what you expect—and your telephone number.

If you make an impression I'll visit you when you least expect it.

[Address—"A. M." Box 77, Printers' Ink, New York.]

## RECEIVER FOR LEVEN ADVERTISING COMPANY

CREDITORS UNWILLING TO LET BUSINESS CONTINUE AFTER A STATEMENT BY THE COMPANY

James W. Taylor has been appointed receiver for the Leven Advertising Company, Chicago, in accordance with a petition of the concern's creditors, May 30. The liabilities are said to amount to \$175,000, with assets limited almost wholly to mahogany office furniture. The list of creditors is now being compiled by the receiver, and is said to include a number of Chicago banks.

The receivership was precipitated by the following statement, issued by the company on May 26:

"TO THE CREDITORS OF THE LEVEN ADVERTISING CO.:

"The Leven Advertising Company is insolvent and unable to continue its business. It has been in negotiation for two weeks past with parties controlling capital. The original theory of the negotiations being that an established agency was of such value that it would be worth while to furnish new capital to take care of its obligations, and the parties proposing to furnish capital at first were inclined to do this. Had this proposition gone through as had been hoped, the agency would be in condition to-day to pay its bills and proceed with business.

"However, as the parties who proposed advancing and investing capital, having made a complete examination of the business, find it so seriously involved that they are unwilling to do so. A statement of their auditor's findings discloses the fact that the liabilities amount to \$174,738.22 with practically no assets, said assets consisting of the office furniture, as all of the accounts have been assigned to money lenders. The books further disclose the fact that the bad accounts amount to \$150,000 more or less, also that an excess of \$60,000 has been paid to

money brokers for discounting notes. The books also disclose the fact that there was a liability of \$60,000 some four years ago at the time the Leven-Nichols advertising company was dissolved, which has been paid.

"The only thing that remains is a proposition from the parties who were in negotiation with the company that although they would be unwilling to put the necessary capital into the Leven Advertising Company to bring it out of its difficulties they are willing to advance the necessary capital to back Mr. Leven in continuing the advertising business. That is to say, they will furnish all capital that is required and will arrange for a guaranty for future bills and accounts.

"If this program is carried out, it would enable Mr. Leven to continue in the advertising business and enable him to produce as he has in the past, a large volume of business for the publishers with absolute certainty that as to the future the publishers would be paid promptly for every line of advertising inserted.

"In this connection we wish to state that the audit discloses the fact that the gross profits for the past eight months amount to \$41,362.26 and there is no reason why this average should not be maintained in event the business is reorganized.

"It would also enable Mr. Leven to acquire some profits in the future which might be applied to the paying of the former indebtedness of the Leven Advertising Company.

"If a general extension of the indebtedness of the Leven Advertising Company could be made for a period of about two years, there is some probability that by the application of profits made in the future the existing indebtedness might be paid off, but in any event a continued patronage to the publishers could be assured with an absolute guaranty of payment of everything in the future."

The following resolution was unanimously adopted at a meeting of creditors June 2:

"That it is the sense of the meeting not to extend credit to the Leven Advertising Company for a period of two years.

"And further not to recognize the new agency proposed, unless part payment is made on present indebtedness."

The creditors have appointed a committee to take charge of their interests consisting of Robert J. Virtue, of Eddy & Virtue; F. G. Reynolds, W. D. Boyce Company; R. E. Ward, Allen & Ward; W. B. Baer, of Land Block; and Harry Mosher, of the John Budd Company.

#### FAID ADVERTISEMENTS NOT LOBBYING

NEW YORK, June 5, 1913.

*Editor of PRINTERS' INK:*

I have before me the recent interview of the President of the United States on the "extraordinary exertions being made by the lobby in Washington to gain recognition for certain alterations of the tariff bill."

I have also before me a number of paid advertisements which were appearing in Washington newspapers at the time this interview was given out. These advertisements are signed "Domestic Sugar Producers," etc.

The President says, "There is every evidence that money without limit is being spent to maintain this lobby and to create an appearance of a pressure of public opinion antagonistic to some of the chief items of the tariff bill."

Now, to avoid misunderstandings, dear *PRINTERS' INK*, let me say that I don't know the Domestic Sugar Producers from Adam and that I favor the President's legislation—particularly free sugar—and that I favor pretty much of everything else I have ever heard the President advocate.

But what I want to ask, in the name of paid advertising and its ethics, as well as its prosperity, is this:

If Lincoln Palmer won't let the business interest hire press agents to tell their side of things to newspapers, and Don Seitz won't let the advertising agents do it, and Governor Sulzer objects to them telling the people in paid space anything about New York state legislation affairs, and President Woodrow Wilson won't let them make their statements to national legislators over their own signatures in paid newspaper space, what are they expected to do?

Is their position that to which the irascible Dr. Johnson consigned Lord Chesterfield?

You remember that Johnson made drastic criticism after criticism of Chesterfield to a mutual friend, each of which was parried by the friend and pushed further by Johnson. Irritated at Johnson's noticeable insistence upon looking at all Chesterfield did in

a critical light, the friend said, "But, Johnson, you must admit that Chesterfield should be allowed to live," to which Johnson said acidly, "I fail to see that necessity, sir."

Do the people feel the same way about the corporations—the business man?

Do they feel that he never possesses the right to tell his story? at any time? in any way? to any one?

The President further says:

"The Government in all its branches ought to be relieved from this intolerable burden and this constant interruption to the calm progress of debate. I know that in this I am speaking for the members of the two houses who would rejoice as much as I would to be relieved from this undesirable situation."

Does he mean that "the Government in all its branches should be relieved from the intolerable burden" of considering before they act, statements that those affected by proposed legislation may put publicly before them?

Is the "undesirable situation" he describes that of having a company about to be "legislated upon" buy newspaper space to put publicly before the people and the legislators statements that can easily be refuted if untrue?

Has the party of "publicity for campaign contributions" become the party opposed to "publicity of campaign utterances"?

What is the position of the business man who wants to tell a story to the people about legislation proposed by their servants, and which means life or death to him?

What is the position of the people who might want to hear his story?

Have the newspapers ceased to be the channel of opportunity for such enlightenment even when the space is bought in which to offer the possible enlightenment?

If attempted "initiative and referendum" by a sugar concern to a few readers of a few newspapers and to a few Congressmen so interrupts "the calm progress of debate" in "both houses of Congress," what will the President and the lawmakers do with "the initiative and referendum" working "full time" with all the newspapers full of everybody's stories to the people on every question?

A. S.

#### COPY-WRITING ABILITY

Detroit, Mich., June 1, 1913.

*Editor of PRINTERS' INK:*

The leading editorial in the May 29 *PRINTERS' INK* on "Good Copy and Editorial Sense" hits the nail squarely on the head. The salesman, as a rule, can't write interesting, readable copy. It isn't his specialty. Talking and writing are not horses of the same color.

The tendency in advertising now is to turn over the facts to a trained writer to dress up. There is a reaction against the idea that the salesman or the man who knows the goods can do it all.

MYRON TOWNSEND.

**182** Columns increase in advertising  
in April 1913 over April 1912

**248** Columns increase in advertising  
in May 1913 over May 1912

## The New New York Tribune

is adding to its friends with every issue,  
and every friend is an **ASSET**

**BECAUSE** it strives to mirror the fundamental optimism  
of the people.

**BECAUSE** it aims to find a remedy for public ills which  
accompany the country's rapid growth.

**BECAUSE** it believes in the American citizen, his  
patriotism and good sense.

**BECAUSE** it is fair to every interest, person or  
policy.

**BECAUSE** its news columns are unsurpassed, while its  
price is the lowest possible—one cent.

*The most conclusive proof of these state-  
ments is **THE TRIBUNE** itself*

A Summer Campaign in  
**NEW ENGLAND**  
Local Daily Newspapers  
**Will be Profitable**

## SIXTY MILLION DOLLARS

is the estimate that summer visitors spend in New England. President Wilson, like his predecessor, has chosen New England for his summer home. The lure of New England brings

## Six Hundred Thousand Visitors

who journey from all parts of the country that they may enjoy the mountains and the seashore of beautiful, delightful, invigorating New England.

The local daily newspapers will reach most of these visitors plus the regular readers who are well worth reaching.

Plan a special summer campaign for New England alone, and you will be glad you did.

These ten papers will give you great value in a summer campaign.

*New Bedford* Standard  
and Mercury

*Lynn, Mass., Item*

*Portland, Me., Express*

*Meriden, Ct., Record*

*Burlington, Vt., Free Press*

*New Haven Register*

*Waterbury, Ct., Republican*

*Worcester, Mass., Gazette*

*Springfield, Mass., Union*

*Salem, Mass., News*

## MORE INTELLIGENT SOLICITING OF ADVERTISING

ONE OF THE MOST SUCCESSFUL SALESMEN OF NEWSPAPER SPACE EXPLAINS HIS PRINCIPLES AND PRACTICES—ADVANCED IDEAS FROM A MAN WITH A REPUTATION FOR SOUND JUDGMENT

*By John Budd.*

[Part of an address before the Associated Ad Clubs of Baltimore, June 10.]

I rebel against that word "solicit."

I am not enthusiastic over the title "Foreign Representative."

"Soliciting" smacks of seeking favor or charity. Webster's definition of the word is kindly, but the list of synonyms given reads as follows: "beseech, ask, request, crave, supplicate, entreat, beg, implore, importune."

"Foreign" literally means of another country. At the best, as here used, it implies a remote relationship.

The inadvertent but perhaps quite natural use of both terms in stating the subject assigned to me hints from whence we come and perhaps may indicate where we now stand. I seize upon the thoughts they suggest to enlarge a little on whither we ought to go and how we should travel.

A newspaper, from the advertising standpoint, sells two things: space and circulation. Space as here meant is not difficult to define; circulation is another matter entirely. It is subject to numerous specifications and qualifications.

Quantity is the most tangible and definite of them. Some materialistic fellows think or act as if it was the only one. They are playing reasonably safe, because quantity of circulation, that is, large quantity, is usually the token of public approval, which of course is quite naturally accompanied by public confidence and respect. I admit exceptions.

In its local field the newspaper is dealing with a class of advertisers whose opportunities for constant observation in many instances incline them to regard a

## First Choice in Worcester, Mass.

with the readers of daily papers—and justly so—from a reportorial, editorial and live news standpoint. The best evening paper in Worcester is the

## Evening Gazette

More people in the city of Worcester read the EVENING GAZETTE than any other paper. It goes into more Worcester homes than any other daily. If your goods are on sale in Worcester stores the GAZETTE will be the greatest saleshelp you can employ.

*JULIUS MATHEWS, Representative.*

**ADVERTISING**  
Campaigns are planned—trade investigations made—media selected—copy written—all skillfully and scientifically.

Then the advertisements are put into type and if that part of the work is not done correctly, the others might just as well not have been done at all.

We set the ads of sixty-eight advertisers, any one of whom would be called "a big account" by most advertising men.

**THE WILLIAMS PRINTERY**  
C. E. RUCKSTUHL, Inc.  
27 East 31st St., New York  
Telephone, 2693 Madison Square





## He locates your price list first! How?

because it is on green paper; he doesn't have to think about it—the action is automatic—no delay—no effort.

A different color for every office form. That is the *Signal System*.

We have prepared a valuable manual on this subject—*The Signal System in Modern Business*—free to purchasing agents and executives, regular price 25c.

## HAMMERMILL BOND

### *The Utility Business Paper*

is the best paper for business use, for forms, letterheads, price lists, etc. It is always in stock in 12 colors, all standard sizes, ready for immediate shipment.

Hammermill Bond is a firm, tough paper—it looks right and feels right.

Hammermill Bond—the best paper ever made to sell for less than 9c a pound.

Our System Service is at your disposal at any time without charge. Write us fully about any office problems which bother you—we will make the rough places smooth.

P. I. 6-12

HAMMERMILL PAPER CO., Erie, Pa.

Please send me, free of charge, your book—*The Signal System in Modern Business*.

NAME .....

ADDRESS .....

POSITION .....

critical analysis, the weighing of facts and figures, as a tiresome and unnecessary task. They insist on sensing things; some take the instinct route advisedly, openly saying that they admit that facts and figures may appear to be against them, but they feel "so and so."

### LOCAL MAN THE REAL "SOLICITOR"

Often the local advertising man is a solicitor purely; his method is to "beseech, supplicate, implore and importune." Occasionally he takes a step in advance and assumes the role of an expert advisor and benefactor, a genius in the later-day art and learned in the mysterious science of business publicity. He has hundreds of indisputable arguments and thousands of convincing illustrations—numbers of them right at home.

The general advertiser, if his field of operation is national, is confronted by no such situation. That city or that community, unless it is one of the half dozen largest in the country, represents only one or two per cent. of his market, frequently but a fraction of one per cent.

No spectre of empty store, idle clerks, bankruptcy and the pitying glances of friends and neighbors awakes him in the night if he misses his opportunity in that burg. He can pass it up entirely if conditions are distasteful or unprofitable, and forget it with no fear of a perceptible purse reminder.

He is day by day more closely approaching the practice of buying his publicity, his publicity mediums at least, just as he buys any other product that is used in his business. In one way or another he expects to be confronted with a definite, even though somewhat intangible thing that can be sized up with some reasonable certainty. Beseeching, supplication, importunity, solicitation, is becoming less and less effective and more and more annoying to him. He expects to be confronted by a salesman with honest wares to dispose of. He is in the market for a certain commodity, but

he has developed a "show me" quality that even Missouri would designate as a triple, concentrated extract.

The inability or the unwillingness, at any rate the failure of the newspapers of the land, to put that great commodity, once one of their by-products, not often their very meal ticket and always an important item, into concrete shape, gave other publicity spreaders their opportunity. They buried their petty jealousies, their rivalries, for the common cause, and the national advertisers of the country, flattered and easily convinced, rewarded them handsomely.

#### PUBLISHERS WHO LACK CONVICTION

Many things have contributed, but the one thing which has operated most to the injury of newspapers in this direction and has caused them the greatest loss of advertising revenue, has been a lack of "down deep in his heart" belief on the part of the newspaper publisher himself of the value of his advertising columns when resolved into dollars and cents.

His attitude toward forms of publicity to exploit his own business, the trade press and so forth, illustrates my point. The greater portions of the money the newspapers of the country spend in that way are spent under duress, or for more or less ulterior motives. Space is occasionally taken, but much of the copy is of the saw and hatchet variety hastily banged together to get the matter disposed of as quickly as possible and out of mind. It may be assumed, therefore, that one of the first suggestions looking toward helpfulness to the representative is that the publisher of the newspaper cultivate appreciation of the value of the product he offers for disposal; that he encourage within himself the idea that it is a commodity of usefulness and worth when properly employed; that fixing a rate is not so much a matter of getting all that can be grabbed and gotten away with, but of securing an equitable price

## The Evening Register

### DOMINATES

#### The Newspaper Field in New Haven Conn.

It has the greatest circulation because it is by all odds the best newspaper, and gets 2 cents a copy because it is worth it.

It has the greatest advertising patronage—Display and Classified—because it gives the best returns.

*JULIUS MATHEWS, Representative.*

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Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

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## CIRCULATION COST RECORD MADE BY NEWS-PAPER

**Houston Chronicle Gains 7000 Daily and 8000 Sunday in Six Months and Makes a Profit on Its Sales.**

Every newspaper man and many advertising men realize that most dailies are satisfied to "come out even" on their circulation—to balance income against expense and leave no deficit—and that to most newspapers circulation is practically all outgo and very little income.

It is understood that *new* circulation costs more than old, just as the first sale of an advertised product costs more than the second. Hence new circulation is never secured at a profit.

Notwithstanding these considerations, the Houston Chronicle during the last six months secured an average of 7,500 new daily and Sunday readers, retained its old readers and made a net profit on its circulation!

This showing is all the more noteworthy when it is known that the "expenses" of circulation include the cost of white paper, second-class postage, express, ink, salaries for office help and traveling representatives, and incidental expenses.

The circulation of the Houston Chronicle is now 34,000 daily and 41,000 Sunday, the subscription price, \$6.00 a year, and the paper runs from 20 to 100 pages an issue.

from all, whether they use one inch or a million, on the basis of value for value.

### TOO HEAVY A BURDEN

Before closing I want to throw a couple of stones at that word "co-operation." In many quarters it has come to mean having the publisher go out and sell a bill of goods to some local dealer, usually a druggist, on the strength of a promise of an advertising campaign involving about as much money as represented by the sale or less. The instances where such a procedure is satisfactory to everyone concerned are rare, and it's a bad practice; it's particularly bad for the newspaper because it's the most natural thing in the world for the local dealer who stocks up with a line on such a basis to mentally and physically shift all responsibility for moving that line of goods on the newspaper or the newspaper publisher. While newspaper advertising is a pretty powerful thing, its efficiency is pretty well exhausted when it brings an interested customer into the store, and it isn't fair to expect it to punch indifferent clerks into sufficient activity to cause them to rummage stock rooms, or cellars, or back shelves, for some particular line of goods when others that may answer are close at hand.

The paper can help its representative in the field by immediately tabooing those things which lead to his designation by the word "solicitor" and substituting activities along lines that will enable them to properly designate him "salesman," supply him with the material business news of the town; exact and informing statistics with reference to both the city and the publication, and cremate the word "foreign" as applied to representatives.

### DAILY PAPER ISSUED BY BRITISH DELEGATE

P. C. Burton, delegate to the Baltimore convention from the Thirty and Aldwych Clubs of London, England, is publishing *The British Baltimore Bulletin*, containing reasons why American advertisers should enter the British field.

## PUBLICITY LAW UPHELD

The Supreme Court of the United States, June 10, declared constitutional the clause in the postal appropriation act of 1912 requiring daily newspapers to file statements of their ownership, circulation, etc., and also requiring that all reading matter for which a consideration was received should be marked "advertisement." This decides the suit originally brought in the U. S. District Court at New York by the *Journal of Commerce* and others to restrain the Postmaster General from carrying out the provisions of the law. A full account of the decision will appear in next week's issue of **PRINTERS' INK**.

## THE FUNDAMENTALS OF ORGANIZATION

In sport, in war and in business the problems of organization are always the same. The small business does not need so much but it needs some. We must drill ourselves first in organization, then drill those subordinate to us, and then those subordinate to them. We are all quite willing to drill the other fellow, but find it hard to drill ourselves. The other fellow doesn't like to be drilled, and if we drill ourselves first, the drilling of others will come easier.

The business man has no school for training in business and ethics. Organizations such as advertising clubs take the place of schools. These clubs can give business men the right professional view-point.

Our primary aim must not be to make money, but to do human service. The man who does good service need not worry about money—it will come.

A business must plan to make money because money is one of the tools of business, and expansion cannot come without, but the business man does not need to plan in this way for himself if he uses the money of the house advantageously. His fee will be commensurate with his work.

In business the reward can be relied on as adequate to the service rendered. —Pres. Black, of "Wooltex," before Cleveland Ad Club.

## PRICE MAINTENANCE ASSOCIATION FORMED

At an informal meeting held at the Aldine Club, New York, June 4, it was decided to inaugurate an educational campaign for legislation which will permit reasonable protection to manufacturer and consumer in the sale of nationally advertised goods. Those present at the meeting were representatives of leading national advertisers. A permanent organization is being formed, and will be announced next week.

An advertising man took an automobile tour through

Portland  
Maine

a few days ago. From the Eastern boulevard he saw, like diamonds set in gold, the 365 Islands that dot the bay. A view from the Western boulevard showed the White Mountains many miles away. "A beautiful city," he said. "No wonder thousands come to spend the summer here every year." A spin through the town, east, west, north and south, showed the beautiful homes of Portland people, and he asked "Where do the poor people live, has Portland no slums?" A canvass shows that the

Evening  
Express

goes into 83 per cent of these Portland homes. So is it any wonder that the EXPRESS is Maine's greatest daily from the standpoint of the reader, and the ledger of the advertiser?

JULIUS MATHEWS, Representative.

## Damaged Goods

Upton Sinclair's novelization of Eugene Brieux's remarkable play of the same name, is running serially in

PHYSICAL  
CULTURE

This is in line with PHYSICAL CULTURE'S chosen policy to give its readers only what will benefit them morally, mentally and physically. It is bringing to our subscription list thousands of new names.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

June, 1913, Gains 1,399  
Lines Over Best Previous  
June Number

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

New York, June 12, 1913

*The PRINTERS' INK model statute signed by Governor Cox of Ohio, February 26, 1913.*

*The PRINTERS' INK model statute signed by Governor Lister of Washington, March 6, 1913.*

*The PRINTERS' INK model statute signed by Governor Eberhardt of Minnesota, March 11, 1913.*

*The PRINTERS' INK model statute signed by Governor Hanna of North Dakota, March 11, 1913.*

*The PRINTERS' INK model statute signed by Governor Fielder of New Jersey, April 9, 1913.*

*The PRINTERS' INK model statute signed by Governor Morehead of Nebraska, April 12, 1913.*

**A Victory and a Lesson** The Advertising Men's League, as noted elsewhere in this issue, has won its case against the 14th Street Store. The Vigilance Committee and its attorneys are en-

titled to great credit for the successful conclusion of this, its first case.

The loss of the Dr. Kelley Medical Company case, on the same day, is also in certain respects a cause for congratulation, for it points out so very clearly the necessity for an understanding of what is and what is not evidence, and the importance of conducting investigations systematically, so as to leave no loose ends. In this case the testimony of only one witness was heard—that of the league's paid investigator, who had answered the defendant's advertisement more than a year ago.

She testified that she had answered an advertisement (which had not been kept) by letter (no copy of which was made) and received in answer a series of imitation typewritten letters, together with certain circulars, and a sample of the remedy, which she turned over to the Lederle Laboratory for analysis. Most of the latter were identified by the witness and introduced in evidence, over the objections of the defendant's attorney.

After she was dismissed from the stand, defendant's attorney asked the people's attorney if he intended to offer any further proof of the fact that the Dr. Kelley Medical Company actually mailed those letters and circulars, or authorized their being mailed. The people's attorney had no evidence beyond what was contained in the exhibits themselves, and a motion to dismiss the case resulted in wiping the entire testimony off the record.

Of course there was no doubt in the minds of the court, or of anybody else, but that the papers in question were actually mailed in answer to the inquiry which the witness said she wrote. But a printed form letter, not even initialed, which a witness says she received in reply to a letter which she says she wrote in answer to an ad which cannot be produced is a pretty slender thread to hang a criminal prosecution upon.

It is imperative that every scrap of evidence in fraudulent advertis-

ing cases be preserved, not only because we want to win our cases when it is necessary to take legal steps, but also because we do not want to give the courts the impression that fraudulent advertising cases are mere trivialities.

### **Some Neglected Stitches in Time**

Rarely, very rarely, are the advantages of corporate publicity and the disadvantages of corporate reticence more plainly set forth—with less appreciation of either—than is done by President Mellen, of the New York, New Haven & Hartford Railroad, in a letter to Rev. C. B. Bliss, of Hampden, Mass., published in the *Springfield Republican*. Replying to inquiries or issues raised, Mr. Mellen says, in part:

It has occurred to me many times that one of the great difficulties of the railroad in getting along with the public is the lack of time on the part of the officers to explain their moves, their desires and their plans, that they may be properly understood by those having a very large interest in them, but so situated that they are of necessity only informed in a most belated and indifferent manner.

But I have also been brought to realize that if I undertook to explain everything that needs to be laid before the public, which, as you say, is our partner to a very large extent in all our work, I should be unable to give that attention to the balance of my business necessary to make that even passably a success.

Mr. Mellen fails to see who else can spare the time to explain. Then, referring to a track development that did not take place, he continues:

The whole situation is the result of the most deplorable misunderstandings on the part of the state authorities, the public of the territory more directly concerned, and of the railroad officials—and spells loss, trouble, anxiety and misunderstandings, which it is going to take years to remedy.

I speak with much feeling, because I am under indictment in connection with things which are assumed to have transpired, but which never did so far as knowledge on my part goes.

If Mr. Mellen is still unconvinced as to the absolute necessity and economy of enlightened publicity, we can think of only one or two other things that would convince him, and the lesson to be

learned from them would be so expensive that even a very heavy advertising bill would be as nothing in comparison.

It is true that, dating somewhat closely from the initiation of the agitation against the Mellen administration of the New Haven, there has been a sudden irruption of advertising in its behalf and a display of increased solicitude for the comfort and well-being of New Haven passengers, but this, according to Mr. Mellen's explanation, is not of a nature to take up his own time; it is a delegated or vicarious interest.

It really looks to PRINTERS' INK as if a living first-hand interest would have repaid Mr. Mellen; as if even a very superficial acquaintance with advertising theory and practice would have returned him rich dividends.

### **Generalship and Force**

Competition has at least two very important elements—generalship and force. The newcomer in a field with force as his main reliance is apt to devise a staggering campaign, arm his salesmen with big discounts and proceed to try to force his way further into the field. To offset this, the old-timers often fight back with displays that are even more staggering and prices which are shaded to the limit. Each contestant shows his strength early in the battle, and somebody is bound to suffer. Where force is the only element, the result many times is disastrous to the winner as well as to the loser.

It is generalship displayed both before and during the campaign which makes force count and brings success where the use of unalloyed force would probably have spelled failure.

As an example of advertising generalship, the experience of two manufacturers who make the same kind of a food specialty is pertinent. The originator of the product had spent several years and much money in educating the public to the value of his specialty. He sold the goods at 15 cents a



package. The second manufacturer, after a preliminary investigation, decided that the originator, by confining himself to 15-cent consumers, had overlooked a very important part of the field. He therefore planned to launch a product similar to the original, sell it at 10 cents, and figured that the necessarily small profits on a package would be more than made up by the increased number of packages which could be sold at ten cents.

When the ten-cent article was introduced the originator was tempted to lower his price. But he said to himself, "No, I'll stick to the high-class trade. There can't be any money in selling goods like mine at ten cents. There aren't enough people who want them."

To-day the originator looks at the situation in a different light. If he were frank he might commune with himself in this fashion: "The other fellow out-generated me. I never dreamed there would be such a demand for the product. I was prepared to beat him out on a fifteen-cent basis. But when he said he was going to sell at ten cents I laughed. He was a better general than I. He saw possibilities and I didn't."

As matters now stand, each manufacturer has about all the business he can handle. Generalship helped the second maker of the food specialty to a national field. If he had employed unalloyed force, the originator of the specialty would probably have blocked him at the start, because the originator had a big reputation and the jobbers and retailers well in hand. Instead, the originator took the whole thing as a joke and that was just what the second manufacturer planned. Before the originator stopped smiling, the second manufacturer had gained a foothold which led to a national market.

In breaking into a field, a manufacturer must find some sort of an opening—that's certain. In competition it is one function of generalship to find the opening. Force often helps to take advantage of it.

A correct balancing of generalship and force is a difficult thing to acquire. When acquired, however, it will go a long way toward achieving success.

**You Can't Eat Lumber, But—** Two business men were talking. One was a food manufacturer. The other was a lumber dealer. Said the food man: "There is not much in common between our lines, is there?"

"I don't know," replied the other, "we are both selling to the same old human family, aren't we?"

"What I mean is this," continued the food man. "Just now we are doing a large part of our advertising by means of sampling, and, of course, you can't sample lumber."

"As a matter of fact," rejoined the man who sold boards by carload lots, "some of the most effective advertising work that we lumber men are doing nowadays is done by means of samples—panels of birch, maple, red gum, etc., finished off so as to show the grain and the general quality of the wood. These samples get the attention of architects, contractors and prospective house-builders as nothing else would, and they tell a story that no copy-writer could tell."

Yes, there is a moral to this incident, and it is this: that if business men would look carefully into what is being done in other lines they would find they could adopt and adapt to advantage many methods that at first thought seem as unsuitable as the sampling of lumber seemed. This is a line of thought worth bearing in mind when reading PRINTERS' INK.

#### ADVERTISING BUILDING AT PANAMA EXPOSITION

In the session of the department of outdoor advertising, June 10, William Woodhead, of *Sunset Magazine*, nominee for president of the A. A. C. of A., started a movement for an advertising building at the Panama Exposition, San Francisco, 1916. The movement met with great enthusiasm. Barney Link pledged the support of the Poster Advertising Association to the extent of \$20,000.

## It is Easier to *Form* Buying Habits Than to Break Them

St. Nicholas young folks are forming their habits now.

The average age of the St. Nicholas young folks is 14 years—just the time for you advertisers to get acquainted.

If your clients, Mr. Agent, or your directors, Mr. Advertising Manager, ask you the questions below, how will you answer them?

You are a busy man and no doubt a great many of the latest facts have escaped you. Write St. Nicholas a letter if we can help you in any way.

These are the questions:

"How can we best guarantee future business?"

"What is the current advertising practice and the trend in this respect?"

"What about advertising to young people, the coming generation? What advertisers are doing this? What results are they getting? Is this kind of advertising increasing? What is the cost? Do the parents read St. Nicholas? To what extent do children influence immediate sales?"

Educate these young folks **your way now**. Plan to specify St. Nicholas for some of your fall advertising. By all means insist upon having the facts.

DON. M. PARKER

Advertising Manager

Union Square

New York



Some past masters of publicity think there is nothing in Summer advertising, but

*Consider the Schools!*

THEY only advertise in Summer, getting their greatest returns during the "dull Season," when the wise business man "lays off."

And yet, folks look down upon the Professor as a back number in enterprise and judgment.

### July Cosmopolitan Broke all Existing World's Records for School Business

August Cosmopolitan will raise THAT record.

Now, note this! All these people who respond to Summer Advertising and fill expensive schools are GOOD SPENDERS! It is proven that they are highly susceptible to summer soliciting.

Their Summer Patronage would be better for you than Winter trade, because you will be gaining while your competitors stand still.

Note further: Its school records prove Cosmopolitan the greatest of all Summer mediums. If it pulls for THEM, it will pull for another (YOU!) Your story can be made just as effective as the Professor's.

*Here is the space and here is the opportunity. Where will You be all Summer?*

# COSMOPOLITAN

America's  
Greatest Magazine

Rate \$840 a page  
pro rata down to 7 lines

381 Fourth Ave., N. Y.  
Marquette Bldg. Chicago

# JUNE MAGAZINES ADVERTISING IN MONTHLY MAGAZINES FOR JUNE

(Exclusive of publisher's own advertising.)

	Agate	
	Pages.	Lines.
Cosmopolitan .....	205	46,129
Sunset—The Pacific.....	108	24,248
Everybody's Magazine.....	104	23,510
Review of Reviews.....	104	23,296
McClure's Magazine .....	92	20,614
Hearst's Magazine .....	87	19,663
World's Work .....	86	19,275
Harper's .....	81	18,144
Scribner's .....	80	18,032
American Magazine (cols.)	125	17,875
Munsey's Magazine .....	62	13,902
Metropolitan (cols.).....	79	13,442
Century .....	59	13,248
Red Book .....	45	10,080
*Popular Magazine .....	40	9,156
American Boy (co's.).....	44	8,814
Boys' Magazine (cols.)...	43	7,825
Atlantic Monthly .....	31	7,000
Current Opinion (cols.)...	49	6,972
Wide World .....	28	6,328
Argosy .....	28	6,272
Ainslee's Magazine .....	27	6,244
St. Nicholas .....	27	6,160
Overland .....	27	6,048
Home Life (co's.).....	35	5,878
Lippincott's .....	26	5,824
Strand .....	24	5,432
Blue Book .....	23	5,320
Bookman .....	23	5,208
All Story .....	21	4,704
Smith's .....	18	4,228
Smart Set .....	16	3,724

\*2 issues.

# VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publisher's own advertising.)

	Agate	
	Columns.	Lines.
*Vogue .....	434	68,649
Good Housekeeping (pages)	116	25,984
Ladies' Home Journal....	114	22,800
Woman's Home Companion	122	24,448
Delineator .....	96	19,260
Woman's Magazine .....	79	15,900
Designer .....	79	15,850
Holland's Magazine .....	71	14,257
Pictorial Review .....	70	14,091
Ladies' World .....	68	13,600
Modern Priscilla .....	71	11,928
McCall's Magazine .....	87	11,724
Housewife .....	56	11,300

# LIPPINCOTT'S MONTHLY MAGAZINE

## It's Being Improved and Pushed

The list of paid-in-advance subscriptions to LIPPINCOTT'S is now growing faster than at any time in the 46 years' history of this "Standard Fiction Magazine of America."

Articles of merit and national appeal will always find in LIPPINCOTT'S a profitable advertising medium.

# LIPPINCOTT'S MONTHLY MAGAZINE

	Columns.	Agate Lines.
Mother's Magazine .....	67	9,125
People's Home Journal...	45	9,033
People's Popular Monthly.	45	8,481
Woman's World .....	41	7,221
To-Day's Magazine .....	22	4,541
Harper's Bazar .....	18	3,600
Needlecraft .....	10	1,907

\*2 issues.

**VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES CAR-  
RYING GENERAL AND  
CLASS ADVERTISING**  
(Exclusive of publisher's own  
advertising.)

	Pages.	Agate Lines.
Motor (cols) .....	452	76,608
Motor Boating (cols)...	226	38,115
Country Life in America (cols) .....	223	37,521
System .....	118	26,460
Popular Mechanics .....	117	26,348
Architectural Record .....	102	23,016
Suburban Life (cols)....	103	17,510
Field and Stream.....	69	15,463
Popular Electricity.....	68	15,316
Outing .....	67	15,050
House & Garden (cols)...	102	14,320
Craftsman .....	57	12,768
Travel (cols) .....	81	11,400
House Beautiful (cols)...	80	11,312
Physical Culture .....	44	9,975
Outers' Book .....	44	9,968
Theatre Magazine (cols)..	54	9,072
Outdoor World and Recrea- tion (cols.) .....	51	8,705
Garden (cols).....	58	8,229
International Studio (cols)	48	6,790
Technical World .....	27	6,168
American Homes and Gar- dens (cols) .....	35	6,119
Arts & Decoration (cols).	35	4,900
Extension Magazine (cols)	30	4,800

**VOLUME OF ADVERTISING IN  
CANADIAN MAGAZINES**  
(Exclusive of publisher's own  
advertising.)

	Pages.	Agate Lines.
MacLean's .....	146	32,704
Canadian Home Journal (cols) .....	89	17,940
Canadian Magazine.....	101	22,638
*Canadian Courier (weekly) (cols) .....	247	45,695

\*5 issues—May.

**VOLUME OF ADVERTISING IN  
WEEKLIES IN MAY**

(Exclusive of publisher's own  
advertising.)

	Columns.	Agate Lines.
<b>May 1-7</b>		
Saturday Evening Post..	183	31,127
Town & Country.....	151	25,500
Collier's .....	90	17,010
Scientific American.....	81	16,313
Literary Digest.....	72	10,127
Life .....	58	8,173
Christian Herald.....	35	5,964
Outlook (pages).....	23	5,320
Youth's Companion.....	26	5,200
Churchman .....	30	4,880
Harper's Weekly.....	23	4,626
Associated Sunday Mags.	24	4,320
Leslie's Weekly.....	17	3,591
Forest & Stream.....	24	3,580
Judge .....	18	2,584
Illustrated Sunday Mag.	13	2,400

**May 8-14**

Town & Country.....	184	30,952
Saturday Evening Post..	132	22,463
Collier's .....	87	16,469
Literary Digest.....	96	13,563
Life .....	54	7,695
Semi-Monthly Magazine Section .....	37	6,291
Outlook (pages).....	25	5,656
Leslie's Weekly.....	23	4,798
Associated Sunday Mags.	25	4,600
Scientific American.....	20	4,136
Forest & Stream.....	24	3,593
Christian Herald.....	18	3,192
Illustrated Sunday Mag.	16	2,980
Churchman .....	17	2,720
Youth's Companion.....	13	2,694
Harper's Weekly.....	13	2,666
Judge .....	13	1,944

**May 15-21**

Saturday Evening Post..	141	24,011
Collier's .....	80	15,287
Town & Country.....	86	14,554
Literary Digest.....	84	11,832
Life .....	68	9,566
Christian Herald.....	26	4,536
Outlook (pages).....	19	4,424
Churchman .....	25	4,012
Leslie's Weekly.....	19	3,880
Forest & Stream.....	24	3,549
Harper's Weekly.....	17	3,442
Associated Sunday Mags.	19	3,420
Scientific American.....	15	3,091
Judge .....	21	2,963
Youth's Companion.....	13	2,707
Illustrated Sunday Mag.	9	1,620

## Advertising Value at Par

The attitude of the reader is vital.

Advertising worth par is space in a magazine taken and read for itself,—a magazine that has a distinct aim and justifies its existence every issue. Read what this man writes our editor:

"I have just finished reading your May issue from cover to cover, and think it contains more real architectural common sense than I ever before saw collected together."

Yours truly,  
(Signed) LOUIS S. COX,  
Cox Farms, Methuen, Mass.

Don't you want your advertising examined and read in that spirit?

## THE HOUSE BEAUTIFUL

WALTER C. KIMBALL, Inc.

*Advertising Managers*

Chicago

New York

Boston

N. J. PEABODY  
*Western Manager*

PAUL W. MINNICK  
*Eastern Manager*



		Agate		Agate
	Columns.	Lines.	Pages.	Lines.
<b>May 22-28</b>				
Saturday Evening Post..	126	21,592	4. Motor Boating (cols.)..	226 38,115
Outlook (pages).....	85	19,040	5. Country Life in Amer-	
Collier's .....	83	15,786	ica (cols.).....	223 37,351
Town & Country.....	66	11,160	6. MacLean's .....	146 32,704
Literary Digest.....	65	9,203	7. System .....	118 26,460
Life .....	53	7,534	8. Popular Mechanics....	117 26,348
Harper's Weekly.....	35	7,046	9. Good Housekeeping	
Leslie's Weekly.....	30	6,162	Magazine .....	116 25,984
Christian Herald.....	26	4,539	10. Woman's Home Com-	
Forest & Stream.....	25	3,675	panion (cols.).....	122 24,448
Associated Sunday Mags.	20	3,600	11. Sunset—The Pacific...	108 24,248
Semi-Monthly Mag. Sec.	20	3,533	12. Everybody's Magazine.	104 23,510
Youth's Companion.....	15	3,079	13. Review of Reviews....	104 23,296
Illustrated Sunday Mag.	14	2,610	14. Architectural Record..	102 23,016
Churchman .....	15	2,410	15. Ladies' Home Journal	
Scientific American.....	11	2,244	(cols.) .....	114 22,800
Judge .....	15	2,213	16. Canadian Magazine....	101 22,638

**May 29-30**

Saturday Evening Post..	85	14,580
Town & Country.....	64	10,824
Collier's .....	57	10,773
Literary Digest.....	76	10,738
Harper's Weekly.....	45	9,098
Life .....	37	5,312
Outlook (pages).....	19	4,438
Youth's Companion....	20	4,160
Leslie's Weekly.....	17	3,531
Churchman .....	20	3,284
Forest & Stream.....	18	2,702
Scientific American.....	9	1,971
Judge .....	11	1,658

**Totals for May**

Saturday Evening Post.....	113,702
Town & Country.....	92,990
Collier's .....	75,315
Literary Digest.....	55,463
Outlook .....	33,778
Life .....	33,280
Scientific American.....	27,805
Harper's Weekly.....	26,878
Leslie's Weekly.....	21,962
*Christian Herald.....	18,231
Youth's Companion.....	17,840
Churchman .....	17,306
Forest & Stream.....	17,099
*Associated Sunday Magazines	15,940
Judge .....	11,362
†Semi-Monthly Mag. Section..	9,824
*Illustrated Sunday Magazine.	9,610

\* 4 issues.

† 2 issues.

**RECAPITULATION**

	Agate
	Pages. Lines.
1. Motor (cols.).....	452 76,608
*2. Vogue (cols.).....	434 68,649
3. Cosmopolitan .....	205 46,129

**COMPETITIVE SUNDAY SCHOOL ADVERTISING**

The Methodists, Baptists and Christians of Sedalia, Mo., are keen advertisers. Each is after the best church and Sunday school attendance. The Fifth Street Methodist Church advertised, "If you have no way of getting to the church, we will send an automobile for you." Then the First Christian Church put on and advertised a special street car to carry attendants, free, from city limits to the church. But Rev. R. L. Davidson, of the First Baptists, broke all local records last week for Sunday school attendance. He "got out" 701 children, and on a rainy Sunday at that. He did it by a series of ads in local papers. One ad read, "If you want to wear a diadem, come to the First Baptist Sabbath School Sunday morning."

**ATTEMPT TO IMPROVE TIME-TABLE ADVERTISING**

Huge "Silence" signs confront the visitors to the advertising department of the Pennsylvania Railroad, in Broad Street Station, Philadelphia. No explanations are offered, but the inference is that the force which is at present engaged in the intricate work of preparing the summer schedules is to be disturbed as little as possible.

An ad club has been formed at Fort preparing the summer schedules is to be called "The Twin Cities Advertising Club."

**First—**

in volume of advertising  
gained for June 1913 over  
1912 with an increase of

**8,427 Lines**

**Sixth** in the total volume  
of advertising carried, com-  
pared with its position of  
fourteenth last year. (See  
page 141).

Hearst's combines human-interest re-  
views with compelling fiction—prints  
larger editions each month—never  
catches up with the demand—  
has a newsstand sale non-  
returnable. Ask your  
newsdealer how its  
sale has increased.

**Hearst's guarantees  
both circulation  
and advertising**

*Repetition Makes Reputation*

**Hearst's Magazine**

381 Fourth Avenue New York City

"The-Most-Talked-of-Magazine-in-America"

Chicago Office: 733 Marquette Building  
Representatives at Boston, Detroit and Cleveland

# "PRINTERS' INK'S" FOUR YEAR RECORD OF JUNE ADVERTISING

	1913.	1912.	1911.	1910.	Total.
Cosmopolitan .....	46,129	44,206	33,740	31,378	155,453
Everybody's .....	23,510	28,069	31,248	33,460	116,287
Sunset—The Pacific .....	24,248	32,648	26,885	23,632	107,413
Review of Reviews .....	23,296	27,834	28,672	26,978	106,780
McClure's Magazine .....	20,614	23,587	26,607	29,904	100,719
World's Work .....	19,275	20,213	22,624	23,422	85,534
Scribner's .....	18,032	16,849	18,592	23,488	81,961
Munsey's Magazine .....	18,902	17,584	24,808	23,660	79,954
Harper's Magazine .....	18,144	16,688	19,496	22,106	76,434
American Magazine .....	17,875	16,203	19,992	22,848	76,918
Century .....	13,248	16,464	15,834	16,156	61,652
Hearst's Magazine .....	19,663	11,236	6,216	8,724	45,839
Red Book .....	10,080	11,648	11,200	12,544	45,472
Current Opinion .....	6,972	10,024	12,152	10,528	39,676
Argosy .....	6,272	6,720	9,352	13,304	35,648
American Boy .....	8,814	7,900	9,414	5,868	31,996
Metropolitan .....	13,442	6,630	4,928	4,872	29,872
Atlantic Monthly .....	7,000	6,608	6,720	8,700	29,028
Ainslee's Magazine .....	6,244	8,064	7,056	7,504	28,868
Lippincott's .....	5,824	9,184	3,584	5,376	28,968
Boy's Magazine .....	7,825	6,444	5,228	2,964	22,461
All Story Magazine .....	4,704	4,424	5,824	7,504	22,456
St. Nicholas .....	6,160	4,480	4,368	3,808	18,816
	341,273	352,707	354,090	373,728	1,421,798

## WOMEN'S MAGAZINES

Vogue .....	68,649	59,837	43,836	37,500	209,822
Ladies' Home Journal .....	22,800	27,091	21,800	25,400	100,091
Good Housekeeping Magazine .....	25,984	24,017	22,848	24,208	97,057
Woman's Home Companion .....	24,448	22,870	21,975	22,800	92,093
Delineator .....	19,260	18,898	20,340	15,810	74,308
Woman's Magazine .....	15,900	16,454	18,600	14,250	65,204
Designer .....	15,850	16,226	18,800	14,145	65,021
Pictorial Review .....	14,091	15,000	14,000	11,172	54,263
Modern Priscilla .....	11,928	13,944	14,231	12,075	52,178
Ladies' World .....	13,600	11,933	12,067	10,950	48,550
McCall's Magazine .....	11,724	10,854	10,462	9,782	42,812
Mother's Magazine .....	9,125	8,905	8,432	7,882	34,346
Woman's World .....	7,821	10,855	9,275	6,875	34,825
People's Home Journal .....	9,033	6,450	6,677	4,205	26,365
Harper's Bazar .....	3,600	4,893	6,234	8,280	23,007
To-Day's Magazine .....	4,541	3,313	3,784	8,738	15,376
	277,754	271,538	253,352	232,074	1,034,718

## CLASS MAGAZINES

Motor .....	76,608	77,112	75,474	69,048	298,242
Country Life in America .....	37,521	137,961	42,896	42,330	160,708
Motor Boating .....	38,115	41,958	36,792	25,200	142,065
System .....	26,460	28,448	25,256	27,006	107,170
Popular Mechanics .....	26,348	23,744	19,376	19,712	89,180
Suburban Life .....	17,510	14,110	16,320	17,340	65,280
Outing .....	15,050	17,808	15,406	16,204	64,468
House & Garden .....	14,320	13,440	14,014	12,540	54,314
House Beautiful .....	11,312	13,915	12,954	7,716	45,897
International Studio .....	6,790	8,330	10,710	14,540	40,370
Garden .....	8,229	8,596	10,192	11,449	38,466
Theatre Magazine .....	9,072	8,048	7,114	7,762	31,996
Physical Culture .....	9,975	8,062	7,168	5,830	31,035
	297,310	301,532	293,672	276,727	1,169,241

## WEEKLIES (MAY)

Saturday Evening Post .....	*113,702	106,968	103,700	94,660	419,030
Collier's .....	*75,315	56,984	57,990	54,340	244,629
Literary Digest .....	*55,468	48,711	48,446	37,830	190,455
Outlook .....	*38,778	39,172	44,064	45,655	167,669
Life .....	*38,280	*41,210	29,562	35,048	144,109
Leslie's Weekly .....	*21,962	*26,178	18,880	17,285	84,285
Forest & Stream .....	*17,099	15,545	14,242	13,305	65,191
	360,599	334,777	316,884	303,103	1,315,363

Grand Total.....1,421,798 1,034,718 1,169,241 1,315,363 4,941,120

\* 5 issues. † 2 issues.

# Get Into This "Worth While" Region

"California ranks next to New York in the number of automobiles owned. . . . California has one automobile for each 28 inhabitants; New York, one for each 89. Even this ratio will not stand long, for this year the registration of new cars in California exceeded that in New York by more than 40%. . . . Is there more reckless extravagance in California than in New York? There is not; but relatively to population there are many more people in comfortable circumstances, who can afford reasonable recreation. In regions where this distribution is high the United States is worth while."  
—Editorial Extract, Saturday Evening Post, Dec. 7th, 1912.

The market "just beyond the Rockies" is an eye opener, not only for automobiles, but for *all* kinds of merchandise. Everybody has money out here. And the very atmosphere of the country begets lavish spending. You can plank yourself with two feet on this "worth while" region by using

## SUNSET The Pacific Monthly

This magazine giant has had an advertising increase of over 42% in two years—jumped from 9th to 2nd place in competition with all the leading monthlies in the United States.

Advertisers are rapidly finding out the mighty influence of Sunset all over the worth while Pacific Coast States—this is the market you need, and it will positively yield up its riches through this virile, uplifting, big idea magazine.

Get into this concentrated "worth while" region—get in right—via Sunset—it has the whole country blanketed. \$200 a page.

Write for rates or any information to



### Sunset—The Pacific Monthly

"Get in before the Canal opens"

Wm. Woodhead, Business Mgr., San Francisco

Or the Eastern Offices:

CHICAGO—73 West Jackson Boulevard, L. L. McCormick, Mgr., 238 Marquette Bldg., G. C. Patterson, Mgr.

NEW YORK—Times Building, W. A. Wilson, Mgr.

## REMARKABLE RECORD MADE BY VIGILANCE COMMITTEE

ITS ENERGETIC CHAIRMAN REPORTS  
VERY SUBSTANTIAL RESULTS IN  
FORWARDING THE MOVEMENT FOR  
HONEST ADVERTISING AND THE  
WEEDING OUT OF ALL FORMS OF  
FRAUD AND TRICKERY—THE IN-  
TERESTS OF ALL HONEST MANU-  
FACTURERS AND MERCHANTS PRO-  
PORTIONATELY ADVANCED

*By Harry D. Robbins,*

Chairman National Vigilance Committee  
and Adv. Mgr. N. W. Halsey & Co.

Prior to the Dallas convention there had been the form though not the substance of a National Vigilance Committee. Following Dallas, in August, President Coleman appointed the existing National Committee, comprising eighteen men situated at strategic points in the United States and Canada.

A review of the season's activities *causes* four distinct lines of achievement to stand out.

First, organization of the movement. The United States and Canada were divided into territories, which were assigned to different members of the National Committee, each member being directly responsible for his territory and the clubs included therein.

Next, building on the half-dozen local committees already formed the previous year, and acting on the suggestion of William J. Burns, we set about the organization of local committees. Sixty local committees stretching from Portland, Me., to San Francisco; from Portland, Ore., to Jacksonville, Fla.; from San Antonio, Tex., to Toronto, Canada.

### LEGISLATIVE PROGRESS

The second achievement is in the matter of legislation. Not that the committee, of itself, accomplished any great part of it. On the other hand, if there had been no National Committee this year there would have been little legislation enacted.

At the beginning of the season

we lined up behind the PRINTERS' INK Model Statute, drawn by Harry D. Nims, attorney for the New York committee, who had been commissioned by PRINTERS' INK to draft a model statute in the light of his experience. We indorsed this statute to all clubs, and urged its introduction in the various states. We also secured the enthusiastic and active support of the National Federation of Retail Merchants, and in many states we owe a very great deal to the co-operation of the Retail Merchants. J. R. Moorehead, of Lexington, Mo., the secretary of the National Federation, sent a copy of the Federation's resolution and the arguments of our committee to the secretary of every retail organization in the Federation, and together with other officers has worked unsparingly to assist the A. A. C. of A. in its legislative program.

The individual clubs backed up our initial efforts with surprising vigor, as have also many publications, led, of course, by that militant journal PRINTERS' INK.

Whereas, last fall only three states, New York, Massachusetts and Oregon, had serviceable laws on truth in advertising, during the season the Model Statute, in more or less perfect form, was introduced in the legislatures of no less than 26 other states, and enacted into law, to date, in 12 states.

The 15 states in which we now have honest advertising laws, signed by the respective Governors, in the order named, are, New York, Oregon, Massachusetts, Ohio, Minnesota, Washington, North Dakota, Colorado, Pennsylvania, New Jersey, Nebraska, Iowa, Indiana, Illinois and Michigan.

In addition, city ordinances, similar to the Model Statute, were passed in several cities.

South Carolina was the only state where the bill was unfavorably reported from committee. Some states acted like Connecticut. Try as hard as they could the New Haven Club was unable to get the bill out of committee at all.

The bill was introduced in Missouri by Representative Houx, at the request of the Secretary of the National Federation of Retail Merchants. In my opinion it was killed by the mistaken opposition of the newspapers, or, rather, some newspapers.

In Maine the bill passed both Houses but was vetoed by Governor Haines, who afterward wrote **PRINTERS' INK** to the effect that he vetoed the bill because he did not understand it.

Five of the states injected the word 'knowingly' into their laws. This is unfortunate. In New York we labor under the same handicap. It is one thing to prove *fraud*, but quite another thing to prove *intent*. However, I warn offenders that it can be done.

New Jersey was the only state to pass our Model Statute without changing a comma, although five other states did nearly as well.

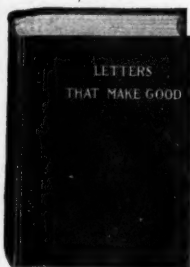
The end is not yet. Bills are still pending in some states and will doubtless be introduced this

month in Georgia, Louisiana and Florida.

The third notable achievement was the committee's illustrated lecture by Karl E. Murchey, of Detroit, which made its appearance in February. Sixteen sets of lantern slides were distributed among members of the National Committee, making it possible for every club in the country to hear the lecture and see the exhibits.

The fourth achievement was more general in character and more detailed in application. I refer to the educational and corrective phases of the campaign.

By means of the lectures and talks before the clubs, the distribution of booklets and other literature, the publication of articles, the writing of thousands of letters and the personal work of national and local committee members, advertising men, business men and the public have been made acquainted, to some extent, with our work. Numerous offenders have been dealt with and abuses corrected, while the whole



500 Pages, 8½x10½

## Put Greater Selling Force Into Your Letters

Get this book built on new ideas—written by 100 of the most successful business letter writers in the world. Learn how they plan and construct letters that are interesting, vital and sales-making.

### Letters That Make Good

is a mine of valuable ideas and suggestions for every man who writes a business letter or plans sales campaigns.

It is written to meet the requirements of both the experienced business man and the beginner.

368 pages of actual sales letters that have brought greatest results.

50 pages of comments and analyses telling "How and Why" they pulled. 306 model type-set letter headings in colors.

The Principles of Letter Writing in Nine Chapters by Coleman, French, Ingersoll, Frederick, Poole, Buzzell, Westall, Thrift, Hall.

**Elbert Hubbard says:** "The whole collection is so admirably gotten up that it is quite the biggest and best thing of the kind ever published in the whole world."

**Mac Martin says:** "It is the greatest work on letter writing that the business man has yet received."

**Thomas Dreier says:** "It ought to be in every office from which letters are sent forth."

Send \$5 to-day for **Letters That Make Good**. It is worth more than \$10 every time you write a sales-letter. Money back if you are not satisfied. Prospectus and opinions of others who have bought sent on request.

**AMERICAN BUSINESS BOOK Co., 257 Causeway St., Boston, Mass., U.S.A**



movement has been given point, purpose and direction and kept within constructive limits.

Our activities have encouraged the American Medical Association and the County Medical Societies to renewed efforts, resulting in a number of court cases.

The other day in Portland, Ore., Fred Smithson was arrested for fraudulent advertising in the newspapers, making six indictments at that point this year. The only case as yet brought to trial resulted in a conviction.

Albert G. Clark, our Portland member, has proven one of the most tireless workers for our cause, and his record of achievements reads like a fairy tale. He told the Portland Ad Club, of which he was president at the time, that those members who were writing objectionable advertising would either have to quit or get out of the club. This convention should go on record as favoring a similar stand by some other club presidents.

At Seattle the local committee obtained a conviction under their new ordinance which proved a powerful aid in the local campaign. Objectionable signs were cleared off the streets, and the Seattle *Post-Intelligencer* tossed all the fake advertising out of its columns and joined the ranks of clean newspapers.

The Los Angeles committee caused 13 arrests. Seven were fined and 6 are awaiting trial. The newspapers have stood by the committee, while the *Evening Herald* in February adopted a new policy of declining objectionable copy.

The Minneapolis committee was a star performer. Their law was only recently enacted, but already they have hauled offenders into court. One of the indicted was H. L. Gilmore, who advertised a \$25 suit for \$12, whereas the original price was \$17. The manufacturer of that suit is located right here in Baltimore, and it should interest him to know that his national advertising is being depreciated by such occurrences as the one in Minneapolis. The Minneapolis committee also chased the

fake Paris labels out of town and practically out of the state.

Seven miles away, in St. Paul, the Town Criers have been patrolling the advertising field with their accustomed vigor. I will hurry right by Chicago, which is infested with advertising frauds, but lacks an effective committee to cope with them. This condition, however, is not the fault of our Chicago member, Mr. Shuman, who has personally performed some effective work. The Government has been active in Chicago, and has prosecuted several offenders for mail frauds.

In Wichita, Kan., B. H. Milligan, a piano sales promoter, and the Bidwell Piano Company were each fined \$300 for deceptive advertising.

The Memphis committee compelled a merchant to forget all about the railroad wreck he was advertising as an excuse for selling shoddy goods at high prices. The Memphis *News-Scimitar* decided to throw all their fake advertising to the four winds.

The Atlanta committee came to the front by driving out several frauds.

The Pittsburgh committee is deserving of special mention for its militant work, while some Pittsburgh papers, not all, are entitled to gold medals.

The Rochester committee, co-operating with the New York committee, caused the voluntary withdrawal from Rochester of the International Decorating Company, A. S. Treiber manager, advertising home work transferring patterns. It also caused the Rochester Chamber of Commerce to publish a book entitled "How Fakers Fake" that ought to be on file in every advertising club in the country.

The Syracuse committee was active, but it overlooked one grand opportunity. It failed to rise up in its might and destroy the rawest piece of false piano advertising I have seen. Think of a \$500 Steinway piano for \$125; \$3 down and \$1 a week! Of course you could not get that piano without a fight, and the promoters of such sales are expert at switching.

Right here in Baltimore A. B. Young was convicted of fraudulent use of the mails in connection with selling Potomac Refining Company stock.

Over in New York the Advertising Men's League committee maintained its pace. Over 130 cases investigated by counsel and other experts, 4 cases filed with the District Attorney for prosecution resulting in 1 conviction to date. Owing to the congestion of the New York courts most of the cases have not yet come to trial.

The fact that two prominent department stores in New York City have recently been prosecuted for advertising falsely should act as a warning to all offenders, big and little, that the advertising men of the nation mean business when they say "We will no longer stand for dishonest advertising."

#### SOME NATIONAL FAKES

National advertisers have not been neglected. We have investigated a number of them. Dozens of papers are represented here in

this convention which have carried, and may still be carrying, the large ads of the Mail Order School of Denver, wherein reference is made to a lucrative mail order business which the advertiser—Walt C. Cunningham—built up in a short time. What was it? The Marjorie Hamilton Obesity Institute which, the last I heard, was in trouble with the Postal authorities on the charge of using the mails fraudulently. The Marjorie Hamilton concern sent our committee a check last fall, which we promptly returned, with our compliments.

Whereas a year ago we had no active National Committee, but a half dozen local committees, serviceable laws in only three states and few members experienced in this work, to-day we have a well organized national movement. Laws in 15 states, many men experienced in the work and enthusiastic support in every direction outside the ranks of the fakers and those who persist in publishing their fakes.

## LOOKING FOR A MARKET



**H**ERE is a working drawing of the Borron Improved Pen-Holder, a new invention. It ejects the old inky pen from the holder when you wish it. All you need to do is "push the button."

The Borron Improved Pen-Holder is a hand-made article of mahogany, steel and German silver (non-corrosive). Its triangular shape prevents rolling on the desk, thus avoiding disfigured letters by reason of a pen-holder's roving disposition.

The Borron Pen-Holder is looking for a market. We think it will find its greatest sale among business men who would profit by presenting it to their patrons. It will make an inexpensive but surprising gift.

If you want to see what this Foxy Quiller is like, just send Mr. Borron Fifty Cents and he will mail you one of his pen-holders in a smart gray box.

**EARL BORRON, East Aurora, N. Y.**

**"He Makes Quality Goods"**

*Ad—James Wallen*

## WHY PUBLISHERS ARE GUARANTEEING ADVERTISERS TO READERS

NOT SO MUCH TO HELP THE ADVERTISER AS TO STIMULATE THE SUBSCRIBER'S BELIEF IN ALL GOOD ADVERTISING—THE ORIGIN OF "FAIR PLAY" NOTICES

By Charles F. Jenkins,  
Sec. and Treas., the *Farm Journal*,  
Philadelphia.

[Portion of address before meeting of agricultural publications, June 10, Baltimore convention, A. A. C. of A.]

Recent inquiries from 22,000 people, asking if they answered advertisements, disclosed the fact that 20 per cent of them did not, *because they did not trust the statements of the advertiser*. This proportion would be much greater among rural people, and it leaves a large field yet undeveloped which can only be reached when readers are fully assured of the integrity of all advertising.

Without confidence, advertising would perish.

This is why any plan which will guarantee the advertiser to the reader is important.

So far, only one effective plan is in operation. It is the same one that was first announced by Wilmer Atkinson in 1880:

We believe that all the advertisements in this paper are signed by trustworthy persons, and to prove our faith by our works, we will make good any loss sustained by trusting advertisers who prove to be deliberate swindlers.

In effect, this plan, now in use by nearly forty publications in the agricultural field, assures the subscriber that if the advertiser in any way cheats him, then the publisher will see that no money is lost. That is a pretty broad assurance that the subscriber's interest will be protected to the limit—and, because that is the way the reader interprets the guarantee, farm paper readers are unusually responsive to advertising.

### HELPFULNESS OF GUARANTEED ADVERTISING

Guaranteeing the reliability of advertisers has two distinctly help-

ful results: First, advertisers get better returns from the space they buy. The greater result, however, speaking from the view-point of a publisher, is that readers are given reassurance as to the advertising set before them and are thus led to investigate more fully and more promptly than they otherwise would the new things offered by advertisers. This means that subscribers are sure sooner to profit by labor-saving devices for the farm, new conveniences for the home, better clothing and personal luxuries, than if they had to depend on the old word-of-mouth way of getting acquainted.

A "Fair Play" notice, or its equivalent, is in reality a part of the editorial service which the publisher gives the subscriber. If you will go back a few years you will realize the truth of this statement. The first attempt at supervising advertising columns was made by Orange Judd in the *American Agriculturist* in 1860—and Orange Judd was an editor always, and never an advertising manager.

Orange Judd's plan of excluding objectionable and unworthy advertising was improved upon by Wilmer Atkinson, when, in 1880, he formally agreed to repay anyone who lost money by dealing with an advertiser who proved to be a swindler.

As is thus clearly evident, guaranteeing the reliability of advertisers is only a means toward an end. It is quite unnecessary to point out that those publishers who do print a "Fair Play" notice, or its equivalent, do not undertake so much to underwrite the standing and prestige of the advertiser as they do to introduce him under the most favorable auspices to their subscribers.

### GUARANTEE ALL ADVERTISING IS THE THING

It is perfectly apparent that the guarantee does not mean much additional responsibility for the publisher when he vouches for the honesty and fair dealing of a new advertiser like the Charles Williams Stores, with a cash capital of a million dollars and backed

by men who have made conspicuous successes in other lines; or of an old advertiser just entering a new field, like Colgate. But the publisher can and does perform a public service by introducing these houses to readers, in the company of equally honest advertisers, and thereby creating that feeling of confidence which is the necessary forerunner of a business transaction. It is not half so important to guarantee the individual advertiser as it is to *guarantee all advertising*, and thus es-

tablish it in the minds of readers generally as the way in which successful manufacturers convey their message to the world at large.

The successful publication is run for its subscribers, and not with the advertiser first in mind, yet it is undoubtedly a distinct service to the reader if he can have brought to him an advertiser whose product will make life more comfortable and labor more effective.

Once the subscriber understands that he can, with absolute safety

### Surely this will interest some New York Agency Man

**W**E want a Service Man; preferably one who has had training with a good New York Agency. We use the word "Service" in the broadest sense. The man we want must have had experience in "handling" accounts.

#### The Requirements

Enthusiasm, aggressiveness, and ability to write sales-producing copy. Must be able to create "Plans" and see that they are worked out. Age, preferably between 25 and 35. Some knowledge of, and experience in, Farm campaigns, is desirable, although not essential.

#### The Inducements

The position is one of some responsibility, that will grow rapidly in importance. The man who qualifies for it can grow with it. The remuneration will be moderate to start, but will increase as the business develops. This is one of those opportunities that occur only occasionally, for a Service Man to fit into a situation where his future will be as big as he can make it.

**H**ERE is a real opportunity for some good New York Agency man—perhaps hampered by the keen competition that exists in so large a field—to get out of that field into the pleasanter one that is developing in *Canada*. There are big things happening in the advertising business on this side of the boundary line—and this seems to be a good time for a man to start in, and grow up with a progressive Canadian Agency.

Write fully, and enclose samples of your copy that has appeared in newspapers, magazines and trade papers. Send photo if possible.

Address "CANADIAN," Box 78, care of Printers' Ink, New York

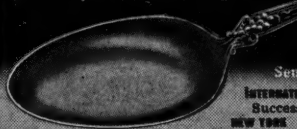
## 1847 ROGERS BROS.



VINTAGE  
PATTERN

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.



Guaranteed by  
the largest makers  
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., NEWARK, N.J.  
Successor to Meriden Britannia Co.  
NEW YORK CHICAGO SAN FRANCISCO



to his pocketbook, answer any advertisement he sees in his farm paper—that very minute the reader gets an added confidence in all advertising. And this constant growth of confidence in advertising is bound, sooner or later, to favorably affect all publicity work.

Indeed, the PRINTERS' INK statute promoting clean advertising, already enacted into law in six of the states, is not so important as a piece of legislation as it is as *an expression of a widespread desire to increase confidence in advertising*. Indirectly, this and similar statutes aim to guarantee the reliability of all advertising, much the same as the farm paper publisher's scrutiny has helped all publicity—and are a natural outcome of the earlier movement started by Judd and Atkinson.

Guaranteeing the responsibility of advertisers is an application of the golden rule to the publishing business. It is worth while, not only because it increases the advertiser's results and thereby increases advertising, but because it is good business and good common sense.

#### SHERMAN LAW SUIT AGAINST THE EASTMAN KODAK COMPANY.

Suit was filed at Buffalo, N. Y., June 9, by order of Attorney-General McReynolds against the Eastman Kodak Company of New Jersey and the Eastman Kodak Company of New York, which are charged with monopolizing the trade in photographic supplies in violation of the Sherman law. George Eastman, Henry A. Strong, Walter S. Hubbell and Frank S. Noble are named as co-defendants.

The alleged monopoly has been accomplished, the petition declares, by the Eastman companies absorbing or acquiring control of a great number of competitors in the United States and foreign countries. The bill cites the numerous photographic manufacturing and marketing companies which, with their patents, have been acquired by Eastman companies.

It will be remembered that up to November, 1911, Eastman goods were handled exclusively by so-called Eastman dealers, who were not allowed to handle the goods of competitors. At the latter date, however, the terms of sale were amended to restrict only Eastman goods covered by patents. The complaint alleges that the action of the Eastman Company in maintaining resale prices on patented goods is a violation of the Sherman law, and that certain large retail and wholesale houses, owned by the Eastman Company, and operated under other names, are illegal. The Eastman Kodak Company of New Jersey is a holding company with a capital of \$35,000,000. The Eastman Company of New York, the operating company, has a capital of \$5,000,000.

The following interview with Mr. Eastman, president of the company, was sent out by the Associated Press:

"While in the formal part of the petition filed by the Government there is a prayer for dissolution, as is usual, I am informed, in all such cases," said Mr. Eastman, "it is believed that full compliance with the main specific demands for changes of trade methods freely offered by this company will successfully meet all criticism and satisfy the trade at large and the Government.

"In compliance with the Government's petition, the company intends hereafter to operate its various retail stock houses under its own name, and add its name to their stationery and advertising matter. It will also put its name upon its stencil goods and abandon its 'exclusive sales policy.'

"One of the main points of this policy (respecting dealers in our patented goods handling no other similar goods) has been to prevent the substitution of goods that are the inferior to ours to unsuspecting customers. However, desiring to avoid a long and expensive litigation, the waste of time of our most important men, and the unsettling of normal business conditions, we are willing to meet the wishes of the Government, even on this point."

## PRESIDENT STRAUS ON INVESTMENT ADVERTISING

"Investment advertising has paid us and it will pay other investment houses with good securities if done right," declared S. W. Straus, president of the investment house which bears his name, at a recent luncheon of the Agate Club, Chicago, at Hotel La-Salle. Mr. Straus spoke on financial advertising and declared that continuity is the first law for success in this branch of publicity. He gently ridiculed a banker friend who had stopped advertising after two months with no returns for complaining that advertising does not pay. He showed that sometimes publications must be used for general publicity rather than for present profit on sales.

He said that neither big nor quick returns are to be looked for with investment advertising. It takes a long time to educate an investor and to obtain his confidence. People do not give their confidence to friends of a day, so investment advertising must be continuous. He answered the assertions of zealous advertising men that investment copy should contain more human interest by showing the illegitimate use which has been made of brilliant advertising copy by firms which disposed of worthless stocks. He in-

timated that the public would judge the character and stability of the house offering investments by the character of the advertising.



## Trade-Marks

Designed  
Registered

Protected

**TRADE-MARK TITLE CO.**

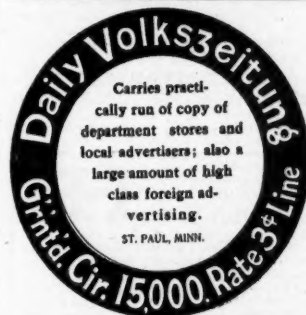
222 P. D. Bld., Ft. Wayne, Ind.

The German Weekly of National  
Circulation

**Lincoln Freie Presse**

LINCOLN, NEB.

Circulation 125,667. Rate 35c.



## Now ready—Mahin 1913-14 Advertising Data Book

Every advertiser and advertising man should carry a copy of this **vest pocket book**—it gives accurate, complete information about newspapers, periodicals, street car, posting, paint and electric sign advertising—sales, dealers, and trade mark data, etc.—500 pages containing

**100,000 Answers  
for Advertisers \$2**

to everyday advertising and selling problems. It shows different sizes and styles of type, explains halftones, zincs, electro—contains a world of valuable information for the experienced as well as the beginner. Send order today enclosing \$2.

**A. C. McCLURG & CO.,** Dept. 200  
218 Wabash Avenue CHICAGO



## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

### ADVERTISING AGENTS

**ALBERT FRANK & CO.**, 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### Classified Ads Placed

In all Newspapers and Magazines at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for proposition. Our magazine "Advantageous Advertising" free on request.

**THE ARKENBERG-MACHEN CO.**  
233-5 Nasby Building Toledo, Ohio

We believe an advertiser should know exactly ~~what~~ he is buying. So far as is humanly possible, we not only tell, but actually *show* plans, charts and other data, absolutely devoid of technicalities or "at mosphere." Write on letterhead for Portfolio of Proofs.

# HB

**HELLER-DARNHAM**, Essex Bldg., Newark, N. J.

### ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for twenty-five years the coal trades' leading journal. Write for rates.

**TRY the DENVER WEEKLY POST** for results. Guaranteed paid circulation over 114,000, delivered by Uncle Sam—proved by statement furnished postal authorities April 1—growing all the time—No street or newsstand sales. The largest circulation of any newspaper published between the Missouri River and the Pacific Coast. Classified ads 3c a word. Display advertising rate 25c per line, \$3.50 per inch flat. Sample copy and circulation by states sent on request. Send copy direct or through any Recognized Agency. Subscription price 25c the year.

**THE TEXTILE MANUFACTURER**, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

The circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

### BILLPOSTING

## 8¢ Posts R.I.

Listed and Guaranteed Showing, Good Locations, Mostly Individual Boards. Write for open dates. Standish Adv. Agency, Providence R.I.

### FOR SALE

**FOR SALE:** Elliott stencil cutters, 1 hand, 1 foot and 1 electric power. Addressing machines and supplies. Taken in on exchange. Guaranteed good condition. **OFFICE DEVICE CO.**, 716 Chestnut St., Philadelphia.

### GOOD COUNTRY WEEKLY

for sale at one half its actual value of the equipment alone. Circulation 1200; plenty of work; established fifty years; easy terms to good party; price \$1600. Any information. Box 913, care of Printers' Ink.

### HELP WANTED

**ADVERTISING** assistant, 16 to 20 years of age. College or high school graduate preferred. An alert live youth with the "advertising instinct" and a taste for drawing. Good progressive position. Box 912, Printers' Ink.

**WANTED**—Salesman for commercial electric signs and outdoor advertising bulletins. Must have experience with ability to close orders. Commission basis with weekly drawing account. Splendid opportunity in undeveloped field. Address, stating experience, **W. J. JOHNSTON**, 140 Meadow St., New Haven, Conn.

### Wanted — Circulation Manager

A high-class magazine needs a high-class circulation manager, with ideas, progressive, able, suggestive, familiar with newsstand work, subscription agents, circular plans, etc. Address, stating qualifications, past employers, salary wanted, **Z. X. Z.**, P. O. Box 10, Madison Square Branch, New York City.

## Agency Solicitor

We want a high powered salesman who can really get business and particularly develop new advertisers. Must be a man with a future—a man with ideals, energy, resourcefulness. Here is a permanent opportunity, with a Western agency, that will measure up to any man. Give full details. Address Box 919, care Printers' Ink.

## Copy Writer for Automobile Paper

Must be experienced on automobile, parts, and accessory copy—should be able to outline designs. Give full details of past and present employment. This is an exceptional opportunity. Do not apply unless your experience fits you for the position. State salary required. Address, Box 911, care of Printers' Ink.

## Experienced Advertising Solicitor

wanted by leading Canadian Advertising Agency. Apply in first instance, giving full particulars. Box 907, care of Printers' Ink, New York.

### MISCELLANEOUS

**MANUFACTURERS** looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

### POSITIONS WANTED

**A** DVERTISING manager, young, aggressive, experienced, wants larger opportunity. Has fine record on farm machinery. Good copy writer, buyer and executive, sales correspondent and house organ editor. Box 906, Printers' Ink.

**T** HOROUGH office executive, familiar with systems, management, follow-up, etc., broad knowledge of advertising, strong letter writer, desires to connect with manufacturing concern. Six years' advertising experience. Box 908, Printers' Ink.

**HIGH SCHOOL GRADUATE, I. C. S.** student, wants position where he can get advertising experience. Can write good copy and plan effective layouts. Good references. Have you an opening for me? Address Box 904, Printers' Ink.

**W** ELL educated young man of twenty-five with salesman's experience desires position with New York advertising agency or in advertising department of business house which offers the opportunity of thoroughly learning the advertising business. Address, Box 905, care of Printers' Ink.

**Do you need an advertising** man who has had 12 years' practical printing experience with executive ability in that line? Studied advertising with the foremost school. Married, temperate, willing to start as assistant until ability was proven. Box 903, Printers' Ink.

**I have a thorough knowledge** of automobiles and accessories, and know fully as much about the publicity and preceding details, therefore I am looking for a position where such knowledge is required. What have you to offer? Box 914, Printers' Ink.

## Advertising Salesman

Eight years' experience, age 29, unquestionable references. I am seeking a connection where integrity and productive ability will find a good opportunity. Address, N. B., P. O. Box 557, New York.

**A** M HANDLING advertising for chain of seventy retail clothing stores. Appropriation, \$100,000 per year. Desire to go with manufacturing company. \$3,000 if reasonable chance for advancement. Know how to plan campaign, prepare advertising of every kind and buy economically. Samples of work, complete explanation of experience and figures showing results of work. Age 29. Married. Box 909, Printers' Ink.

**Can you use a salesman in New** York City who not only sells goods, but works hand in hand with the druggist to secure effective window displays? As the New York representative of any proprietary preparation will make good. College graduate; four years' selling experience; now employed; seeks larger field, where scientific, intensive salesmanship is required. Box 916, Printers' Ink.

## Mail Order Expert

One of the pioneers of most modern methods, who established more Mail Order Departments than any other specialist, open for engagement on salary or fee basis. Free booklet will prove what I can do for you. Universal endorsement. M. O., Box 915, care of Printers' Ink.

### PUBLISHING BUSINESS OPPORTUNITIES

**A** SMALL TRADE PAPER which can be handled easily by one man and will produce an income of \$3,000 can be bought for \$7,000. **HARRIS-DIBBLE COMPANY**, 71 West 23rd Street, New York.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1912, 28,944. Best advertising medium in Alabama.

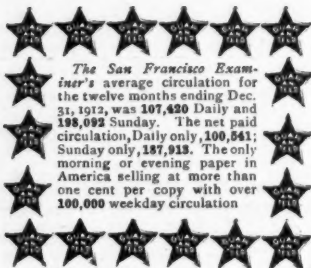
## ARIZONA

Phoenix, *Gazette*. Average Mar., 1913, 6,276. daily. A. A. A. ex. regularly.

## CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 59,261. Largest morning circulation in Los Angeles.

San Diego *Union*. Sworn circulation, 1912, Daily, 10,998; Sunday only, 14,792.



The San Francisco Examiner's average circulation for the twelve months ending Dec. 31, 1912, was 107,420 Daily and 198,092 Sunday. The net paid circulation, Daily only, 100,541; Sunday only, 187,913. The only morning or evening paper in America selling at more than one cent per copy with over 100,000 weekday circulation

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,892; 1912, 8,124.

Meriden, *Morning Record*. Daily av.: 1910, 7,892; 1911, 8,085; 1912, 8,404.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,478, 5c.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, 3,130; Sunday, 7,973.

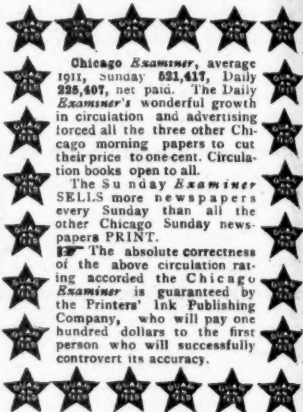
## DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 63,804 (☉). Carrier delivery.

## ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,269.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,591; Sunday, 10,449.



Chicago Examiner, average 1911, Sunday 521,417, Daily 228,407, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one-cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

## INDIANA

South Bend, *Tribune*. Sworn average April, 1913, 14,409. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 9,875; Sunday, 10,854. "All paid in advance."

Des Moines, *Register & Leader* (av. '12), 38,446. *Evening Tribune*, 30,824 (same ownership). Combined circulation 66,172—35% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Ex. Journal*. Only daily in county. 1,976 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

## KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,181.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,652.

## LOUISIANA

New Orleans, *Item*, 6 mos. sworn st'ment U. S. P. O. d'y & Sun, Oct. '12, Mar. '12, net cir. 48,626.

## MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1912, daily 10,692

Portland, *Evening Express*. Net average for 1912, daily 19,038. Sunday *Telegram*, 13,229.

**MARYLAND**

Baltimore, *News*, daily. News Publishing Company. Average 1912-Sunday, 56,394; daily, 80,048. For May, 1913, 75,843 dy.; 66,062 Sun.



The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**MASSACHUSETTS**



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday 1912, 322,916.

Advertising Totals: 1912, 8,642,611 lines  
Gain, 1911, 266,450 lines

1,724,621 lines more than any other Boston paper published.  
Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad. Boston, *Daily Post*. May circulation averages of *The Boston Post: Daily Post*, 422,981, *Sunday Post*, 312,907.

Boston, *Herald* and *Traveler-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1912, av. 8,986. Best paper and largest circulation in its field. Lynn, *Evening Item*. Daily sworn av. 1910, 16,842; 1911, 16,987; 1912, 18,338. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,182.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 30,367. The "Home" paper. Largest ev'g circ.

**MICHIGAN**

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463.

Jackson, *Patriot*, Aver. year, 1912, daily 10,476; Sunday, 11,464. Greatest circulation.

**MINNESOTA**

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 106,280.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©©). In 1912 average daily circulation, evening, 81,403. In 1912 average Sunday circulation, 84,714. Daily average circulation for April, 1913, evening only, 86,385. Average Sunday circulation for April, 1913, 89,480.



**CIRCULATION** Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily.



Average circulation of daily *Tribune* for year ended Dec. 31, 1912, 109,461. Average circulation of Sunday *Tribune* for same period, 154,403. Average net paid circulation for 1912, daily *Tribune*, 100,134; Sunday *Tribune*, 142,981.

by Printers' Ink Publishing Company

**MISSOURI**

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,493.

**NEW JERSEY**

Camden, *Daily Courier*. Daily average Oct. 1st, 1912 to Mar. 31, 1913, 10,935.

Camden, *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton, *Evening Times*. '08, 31,336; '20-'09, 19,062; '10, 19,338; '11, 20,116; '12-21,969.

**NEW YORK**

Albany, *Evening Journal*. Daily average for 1912, 18,156. It's the leading paper.



The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,406.

Buffalo, *Courier*, morn. Ave. 1912, Sunday, 99,692; daily, 84,496; *Enquirer*, evening, 37,152.

Buffalo, *Evening News*. Daily average, three months, 1913, 100,496.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

**NEW YORK CITY**

**The Globe** Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, year ended April 30, 1913, 132,194. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Lietcy. Actual Average for 1912, 22,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica, *National Electrical Contractor*, mo. Average for 1912, 2,668.

**NORTH CAROLINA**

Charlotte-Best town two Carolinas. *News*, best Evening and Sunday paper. Investigate.

Winston-Salem, *Daily Sentinel* (e.), av. Ap'l, '13, 4,880. *Semi-Weekly Sentinel*, av. April, '13, 6,380.

**OHIO**

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 106,494; Sun., 134,255. For May, 1913, 112,630 daily; Sunday, 143,370.

Youngstown, *Vindicator*. D'y av., '12, 18,971. LaCoste & Maxwell, N. Y. & Chicago.

**PENNSYLVANIA**

Erie, *Times*, daily. 22,497 average, May, 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor-the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,523; the Sunday *Press*, 178,888.

Washington, *Reporter and Observer*, circulation average 1912, 12,000.





**West Chester.** *Local News*, daily, W. H. Hodgson. Aver. for 1912, 18,186. In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre.** *Times-Leader*, eve. net, sworn, average 1912, 18,681.

**Williamsport.** *Daily Sun and News*. Average for December, 1912, 17,926.

**York.** *Dispatch and Daily*. Average for 1912, 18,688. Covers its territory.

### RHODE ISLAND

**Newport.** *Daily News*, (evening) 66th year. Covers field. Circulation for 1912, 4,890.

**Pawtucket.** *Evening Times*. Average circulation for 1912, 21,097—sworn.

**Providence.** *Daily Journal*. Average for 1912, 24,448 (©©). Sunday, 24,777 (©©). *Evening Bulletin*, 62,847 average 1912.

**Westerly.** *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 8,449.

### SOUTH CAROLINA

**Charleston.** *Evening Post*. Evening. Actual daily average 1912, 8,599.

**Columbia.** *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,626. March, 1913, average, daily, 20,480; Sunday, 20,180.



### VERMONT

**Barre.** *Times*, daily. Only paper in city. Av. 1912, 6,053. Examined by A.A.A. **Burlington.** *Free Press*. Examined by A.A.A. 9,418 net. Largest city and state.

### VIRGINIA

**Danville.** *The Bee* (eve.). Aver. April, 1913, 8,758. May, 1913, ave., 8,367.

### WASHINGTON

**Tacoma.** *Ledger*. Average year 1912, daily and Sunday, 21,347.

**Tacoma.** *News*. Average for year 1912, 20,698.

### WISCONSIN

**Fond Du Lac.** *Daily Commonweal*. Average year ending Dec. 31, 1912, 4,063. Established over 40 years ago. **Janesville.** *Gazette*. Daily average, May, 1913, daily 6,061; semi-weekly, 1,844.

**Milwaukee.** *The Evening Wisconsin*, daily. Average daily circulation for 1912, 48,604. *The Evening Wisconsin* is the State's favorite home newspaper. Chas. H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York; 723 Old South Bldg., Boston; 1054 Peoples' Gas Bldg., Chicago.

**Racine** (Wis.). *Journal-News*. March, 1913, Average circulation, 7,023.



### ONTARIO, CAN.

**Fort William.** farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,132.

### QUEBEC, CAN.

**Montreal.** *La Patrie*. Ave. year 1912, 48,337 daily. Highest quality circulation.

### SASKATCHEWAN, CANADA

**Regina.** *The Leader*. Average, 1st 3 mos. '13, 12,208. Largest circulation in Saskatchewan.

## Want-Ad Mediums

### CONNECTICUT

**MERIDEN** *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word: 5 cts. for 7 times.

**NEW HAVEN** *Register*. Leading want ad medium of State. Rate 1c. a word. Av. '12, 19,193.

### DISTRICT OF COLUMBIA

**THE** *Evening and Sunday Star*, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

### ILLINOIS

**NEARLY** everybody who reads the English language in, around or about Chicago, reads *The Daily News*, says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

**THE** *Chicago Examiner* with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

### MAINE

**THE** *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

### MARYLAND

**THE** *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



**THE** *Boston Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,686 more than were printed by any other Boston newspaper.



### MINNESOTA

**CIRCULATIN** **THE** *Minneapolis Tribune*, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by Printers' Ink Pub. Co.

★ **THE Minneapolis Journal**, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents. ★

**NEW YORK**

**THE Albany Evening Journal**, Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

**OHIO**

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

**PENNSYLVANIA**

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

**UTAH**

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

**ALABAMA**

**The Mobile Register** (◎◎). Established 1821. Richest section in the prosperous South.

**DISTRICT OF COLUMBIA**

**The Evening and Sunday Star**. Dy. av. 1912, \$3,804 (◎◎). Delivered to nearly every home.

**ILLINOIS**

**Bakers' Helper** (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago (◎◎). Actual average circulation for 1912-13, 17,266.

**KENTUCKY**

**Louisville Courier-Journal** (◎◎). Best paper in city; read by best people.

**MASSACHUSETTS**

Boston, **American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (◎◎). **Boston Evening Transcript** (◎◎), established 1830. The only gold mark daily in Boston. **Worcester L'Opinion Publique** (◎◎). Only French daily among 75,000 French population.

**MINNESOTA**

**The Minneapolis Journal** (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

**NEW YORK**

**Brooklyn Eagle** (◎◎) is THE advertising medium of Brooklyn. **Dry Goods Economist** (◎◎), the recognized authority of the Dry Goods and Department Store trade. **Hardware Dealers' Magazine** (◎◎). Specimen copy mailed on request. 253 Broadway, N.Y. **New York Herald** (◎◎). Whoever mentions America's leading newspapers mentions the **New York Herald** first. **The Evening Post** (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting **The Evening Post**."—*Printers' Ink*.

**Scientific American** (◎◎) has the largest circulation of any technical paper in the world.

**The New York Times** (◎◎) has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers. **New York Tribune** (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

**PENNSYLVANIA**

**The Press** (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,868.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

**RHODE ISLAND**

**Providence Journal** (◎◎), only morning paper among 600,000 people. "The R. I. Bible."

**TENNESSEE**

**The Memphis Commercial-Appeal** (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over \$2,000; Sunday, over \$0,000; weekly, over \$3,000.

**WISCONSIN**

**The Milwaukee Evening Wisconsin** (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.



# Table of Contents

## PRINTERS' INK

### June 12, 1913

A Real Advertisers' Convention.....	3
Monday Morning's Session.....	4
Symposium Shows Scope of the Convention.....	19
How to Drive the Liar Out of the Newspaper Business.....	26
James Keeley Gen. Mgr., Chicago Tribune.	
League Wins Case Against 14th Street Store.....	32
Reaching Farm Population Effectively.....	37
G. B. Sharpe Adv. Mgr., De Laval Separator Co.	
How the Victor Company Regards Magazine Advertising.....	40
H. C. Brown Adv. Mgr., Victor Talking Machine Co.	
How Post-Office Can Promote Cleaner Circulation.....	46
H. N. Owen Bus. Mgr., Farm, Stock & Home.	
Painted Displays as a Quick Auxiliary.....	53
Harry J. Gotthelf Of Charles H. Fuller Co.	
How Newspapers Can Work to Improve Circulation.....	57
Jason Rogers Publisher, New York Globe.	
Some Suggested Remedies for Newspapers.....	60
F. Irving Fletcher Adv. Mgr., Saks & Co.	
Stages in Development of the Advertising Agency.....	64
Stanley Clague Of the Clague Agency.	
Tuesday's Convention Proceedings.....	69
Wednesday's Convention Proceedings.....	87
Some Flies in the Advertising Cream Jug.....	102
Truman A. De Weese Dir. of Publicity, Shredded Wheat Co.	
Who Should Pay the Advertising Agent!.....	106
J. M. Hopkins Gen. Mgr., Printers' Ink Pub. Co.	
\$80,000 of Free Space Given to Advertise Advertising.....	111
Advertising Pageant the "Best Yet".....	113
Making Circulation Statements More Purposeful.....	114
Fleming Newbold Bus. Mgr., Washington Evening Star.	
U. S. Tire Company Abolishes Its Advertising Department.....	116
Facts Wanted About Technical Paper Circulation.....	118
Fred R. Davis Adv. Dept., General Electric Co.	
What the General Advertiser Asks of the Publisher.....	120
O. C. Harn Adv. Mgr., National Lead Co.	
Receiver for Leven Advertising Company.....	127
More Intelligent Soliciting of Advertising.....	131
John Budd	
Publicity Law Upheld.....	135
Editorials.....	136
A Victory and a Lesson—Some Neglected Stitches in Time— Generalship and Force—You Can't Eat Lumber But—	
Advertising in Monthly Magazines for June.....	141
Printers' Ink's Four Year Record of June Advertising.....	146
Remarkable Record Made by Vigilance Committee.....	148
Harry D. Robbins Chairman, Nat. Vigilance Committee.	
Why Publishers Are Guaranteeing Advertisers to Readers.....	152
Charles F. Jenkins, Sec. and Treas., Farm Journal.	
Sherman Law Suit Against The Eastman Company.....	154
President Straus on Investment Advertising.....	155

# Direct Orders From "Printers' Ink"

JAMES WALLEN  
ADVERTISING  
28 JOHNSON PARK  
BUFFALO, NEW YORK

June  
Fourth  
Nineteen Hundred Thirteen

Mr. J. M. Hopkins,  
Printers' Ink Publishing Co.,  
12 West 31st Street,  
New York City.

Dear Mr. Hopkins:

My quarter page advertisement in Printers' Ink last summer was productive of good in more than one way. It brought me a number of offers from advertising agents and publishers who wanted my services for their very own. Though I did not care to tie up, this very fact gave me confidence.

Then the ad brought me a lot of direct business. There were several large orders and some small ones and the smallest one alone paid the price of the space in your publication three times over.

Another order came from the World's largest maker of Butterine whose attention was called to the ad by a Shaving Brush manufacturer. You see I received a great diversity of business through The Little Schoolmaster.

Printers' Ink is being read more and more by heads of business concerns, big and little, who could not produce advertising copy themselves. Just as the value of an advertising agent to the business consists in his discovering the little fellow and making him big, so Printers' Ink serves.

*James Wallen*

## **"A Friend in New York"**

**The kind of circulation that Vogue offers you cannot be built up in a month, six months or a year.**

**For twenty years Vogue has been edited for just one kind of person—the woman whose income is from \$5,000 to \$50,000 a year.**

After twenty years we have gained the confidence of these women. Now they regard Vogue not merely as a magazine, but as a "friend in New York." They seek Vogue's advice on the choice of clothes, and furniture—on the selection of schools for their children—on all questions of etiquette, entertaining and household management.

Since January 1st, 1912, they have asked the Vogue Shopping Service to spend \$43,141.29 of their money for them.

**Through Vogue you can command the influence of these women, each of whom, by reason of her wealth and social prominence, exercises a tremendous influence in her own community.**



Advertising Manager  
443 Fourth Ave., New York